Culture…..a definition

Cul' ture:

The development, improvement, and refinement of the originality, individuality, identity , and personality of a given people.

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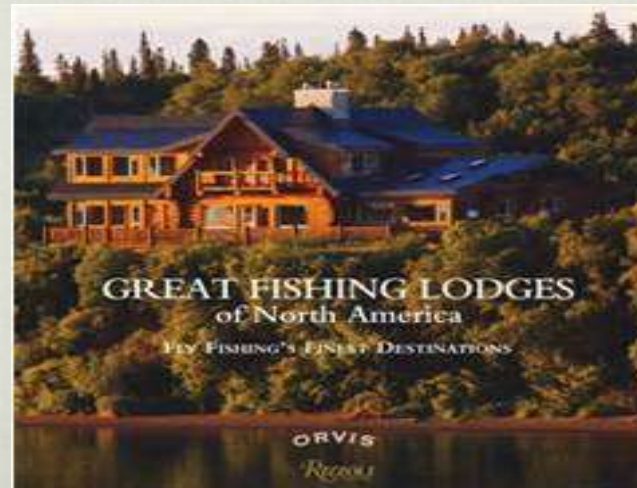
Businesses have "cultures" too

If Big Companies can do it…

So What .....WIFM!

- ❖ *Repeat business*

- ❖ *Referrals*

- ❖ *Grow your business*

- ❖ *Pull through sales*

- ❖ *Differentiates you from others*

- ❖ *Some pricing opportunities*

- ❖ *"Free" positive advertising/marketing*

What's in it for your Team?

- ❖ *Repeat client visits*

- ❖ *Repeat clients…help guarantee work*
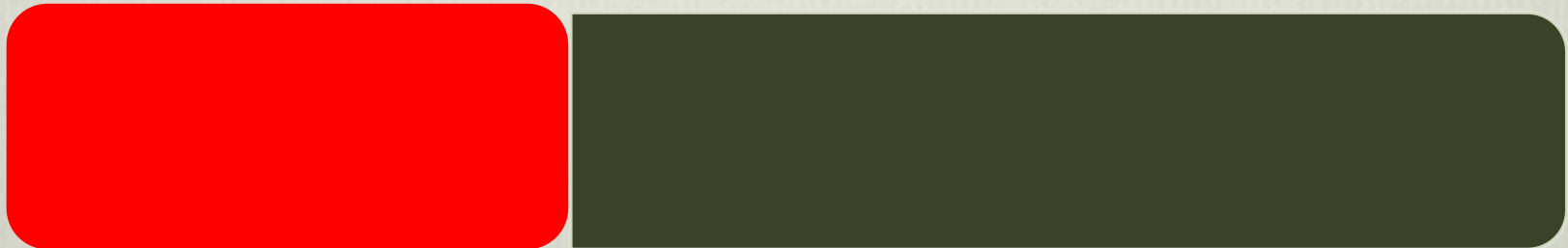
- ❖ *Referrals help guarantee work*

- ❖ *Better tips*

- *Do you know what your "culture" conveys?*

- *Do you know how your culture impacts your business?*

- *Does your team "live" your culture?*

Your "culture" may be unknowingly impacting your business

Neutral

- *Unpredictable*   Repeat Business
- *Negligible*   Growth
- *Negligible*   Pull Through Sales
- *Negligible*   Differentiation and Marketing

Your "culture" may be unknowingly impacting your business

Distinguished

(*Great*)

- *More* Repeat Business
- *More* Growth
- *More* Pull Through Sales
- *Better* Positive Differentiation and "Free" Marketing

Neutral

- *Unpredictable* Repeat Business
- *Negligible* Growth
- *Negligible* Pull Through Sales
- *Negligible* Differentiation and Marketing

Your "culture" may be unknowingly impacting your business

Distinguished
(*Great*)
- *More* repeat business
- *More* Growth
- *More* Pull Through Sales
- *Better* Positive Differentiation and "Free" Marketing

Neutral
- *Unpredictable* Repeat Business
- *Negligible* Growth
- *Negligible* Pull Through Sales
- *Negligible* Differentiation and Marketing

Distinguished
(*Bad*)
- *No* Repeat Business
- *No* Growth
- *No* Pull Through Sales
- *Poor* Differentiation and Negative Marketing

Effective "cultures" develop out of….

❖ *Clearly understood business* *"purpose"*

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❖ *Clearly understood business* **"purpose"**

❖ *Clearly defined business* **"personality"**

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- ❖ *Hiring the* **"right team"**

Effective "cultures" develop out of….

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- ❖ *Supportive **leadership** and work environment*

Effective "cultures" develop out of....

- ❖ *Clearly understood business "purpose"*

- ❖ *Clearly defined business "personality"*

- ❖ *Hiring the "right team"*

- ❖ *Supportive leadership and work environment*

- ❖ *Supportive "work processes"*

Effective "cultures" develop out of......

- ❖ *Clearly understood business* *"purpose"*

- ❖ *Clearly defined business* *"personality"*

- ❖ *Hiring the* *"right team"*

- ❖ *Supportive* *leadership* *and work environment*

- ❖ *Supportive* *"work practices"*

- ❖ *Measurements and rewards* *that help drive the culture*

OK…what can you "easily" do?

- ❖ *Pragmatic roadmap*

- ❖ *Action oriented*

- ❖ *Take aways / How To's*

All focused on……

Making a Positive Impact to your Business!

How can you "guide" your "culture" to work for you?

❖ *Develop your team's* *"Purpose"*.

❖ *Define the* *"Personality"* *you want to project*.

❖ *Integrate* *these into your organization and get your team to* *"live" your desired culture*.

Developing your Team's "purpose"…

Come **HUNT** with us!

Come **PLAY** with us!

Come **FISH** with us!

Come **STAY** with us!

Developing the Culture you Want!

✓ *Develop your team's "Purpose".*

❖ ***Define the "Personality" you want to project.***

Personality: Why "play" with your team?

Starter list of "personality" traits to consider…..

- *Positive Attitude*

- *Technical Expertise*

- *Enthusiastic*

- *Patient*

- *Listener*

- *Great Communicator*

- *Team Player*

- *Safe*

- *Fun*

- *Sincere*

- *Relationship Oriented*

- *Teacher*

ORVIS FISHING BRAND FRAMEWORK

Passionate

The Real Deal

Come Fish With Us!

Inviting

Innovative

Purpose

Fun

Personality

ORVIS FISHING BRAND FRAMEWORK

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Fishing is a lifelong journey.

Fishing connects people.

Great products solve problems.

We inspire people to fish and are inspired by those who do.

We protect what we love.

Guiding Beliefs
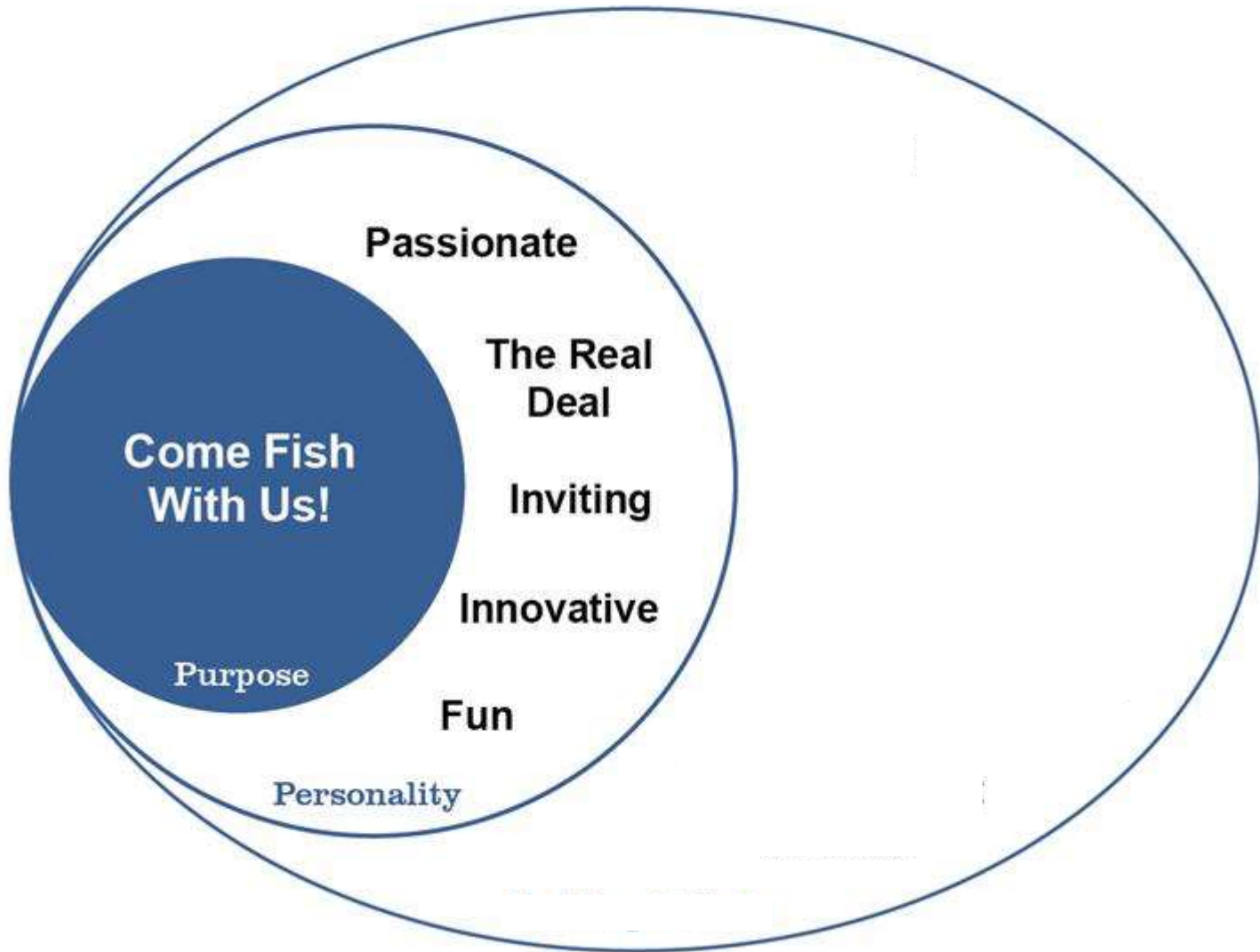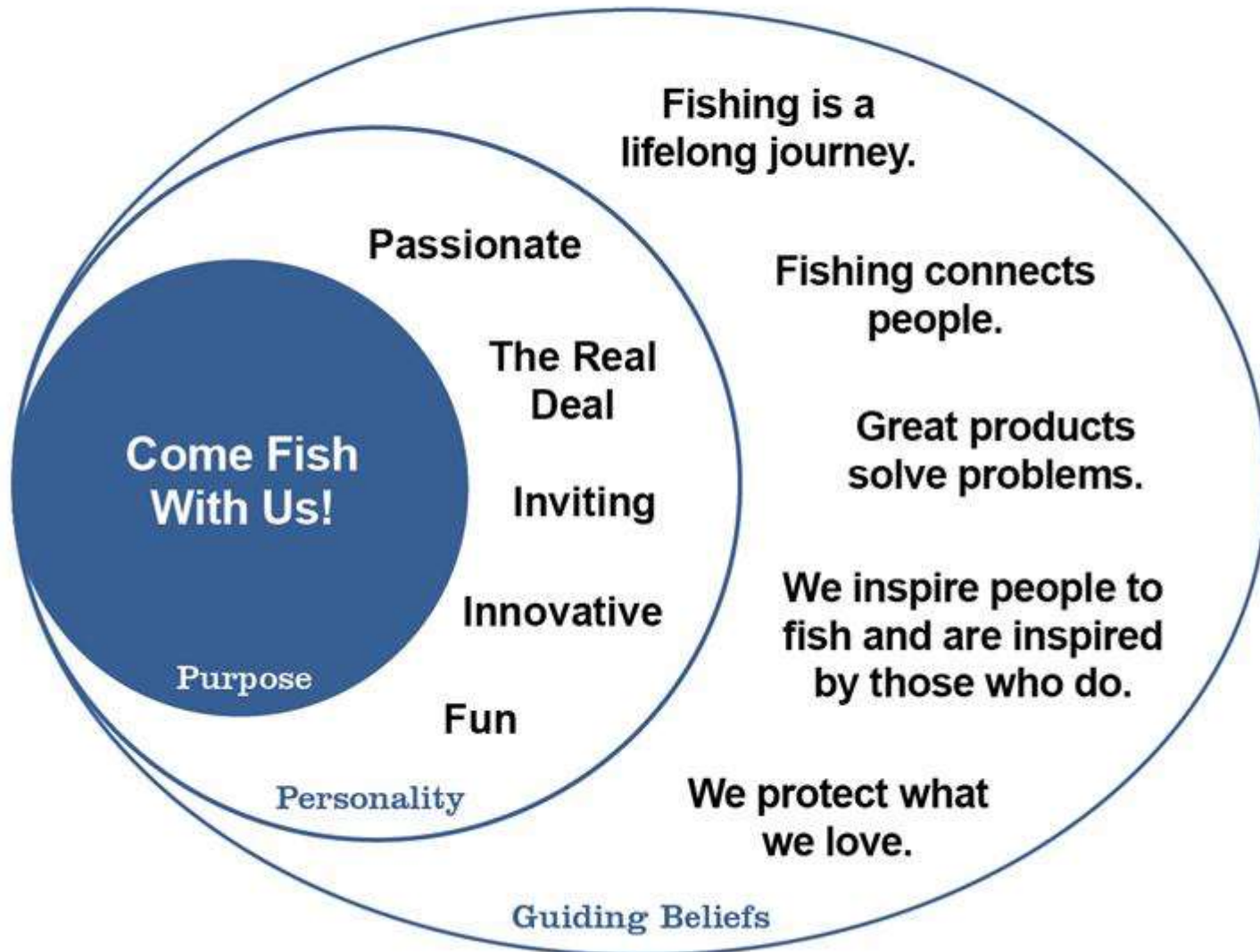
How can you define your "personality"?

❖ *Assemble your* **key team players**

❖ *Explain your business* **goals and objectives**

  ❖ *What you want for the business*

  ❖ *Explain their role…expectations, etc.*

  ❖ *What you want from them…them from you*

❖ **Collaborate** *on defining your "personality"*

❖ **Simple list** *that will help ensure you get the culture you want*

Developing the Culture you Want!

✓ *Develop your team's "**Purpose**".*

✓ *Define the "**Personality**" you **want to** project.*

❖ ***Integrate** these into your organization and get your team to "live" your desired culture.*

Your culture develops when you…

Do the "Right" Things → **Do them "Right"** → **Have the "Right" people doing them.**
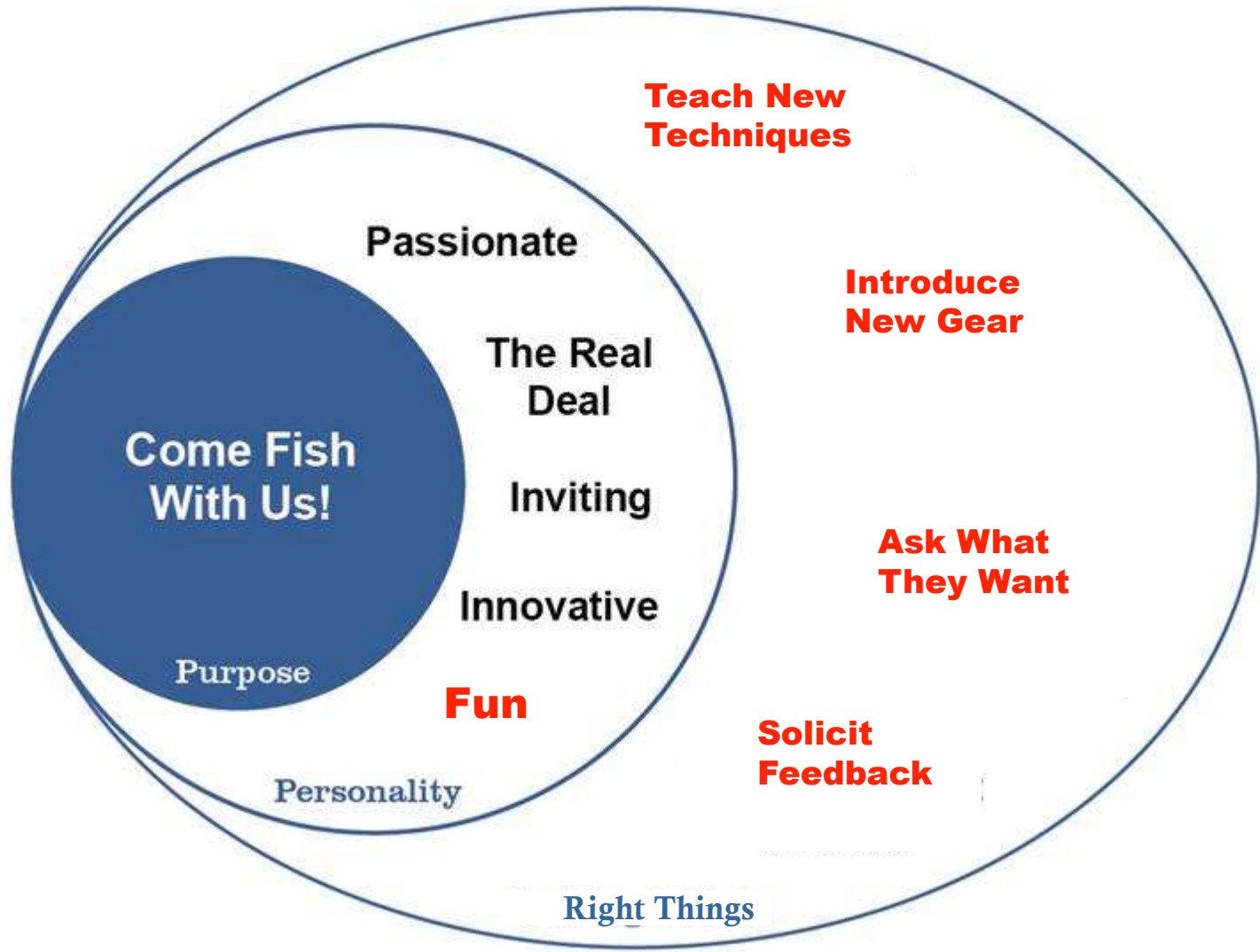
Developing your "culture"

Do the Right Things

Do them Right

Right People Doing Them

- *Share Best Ideas*
- *Team Meetings*
- *Use "star" staff*
- *Communicate*

ORVIS FISHING BRAND FRAMEWORK

ORVIS SPORTING TRADITIONS Since 1856

Teach New Techniques

Introduce New Gear

Passionate

The Real Deal

Come Fish With Us!

Inviting

Ask What They Want

Innovative

Purpose

Fun

Solicit Feedback

Personality

Right Things

Developing your "culture"

Do the Right Things

Do them Right

Right People Doing Them

- *Metrics*
- *Communicate*

Making your "culture" grow naturally: Metrics

❖ *Simple goals to support your culture:*

  ❖ *Customer Satisfaction Survey*

  ❖ *Rebooking %*

  ❖ *Group Goals*

  ❖ *Tip Pools*

  ❖ *Feedback/Communications*

Developing your "culture"

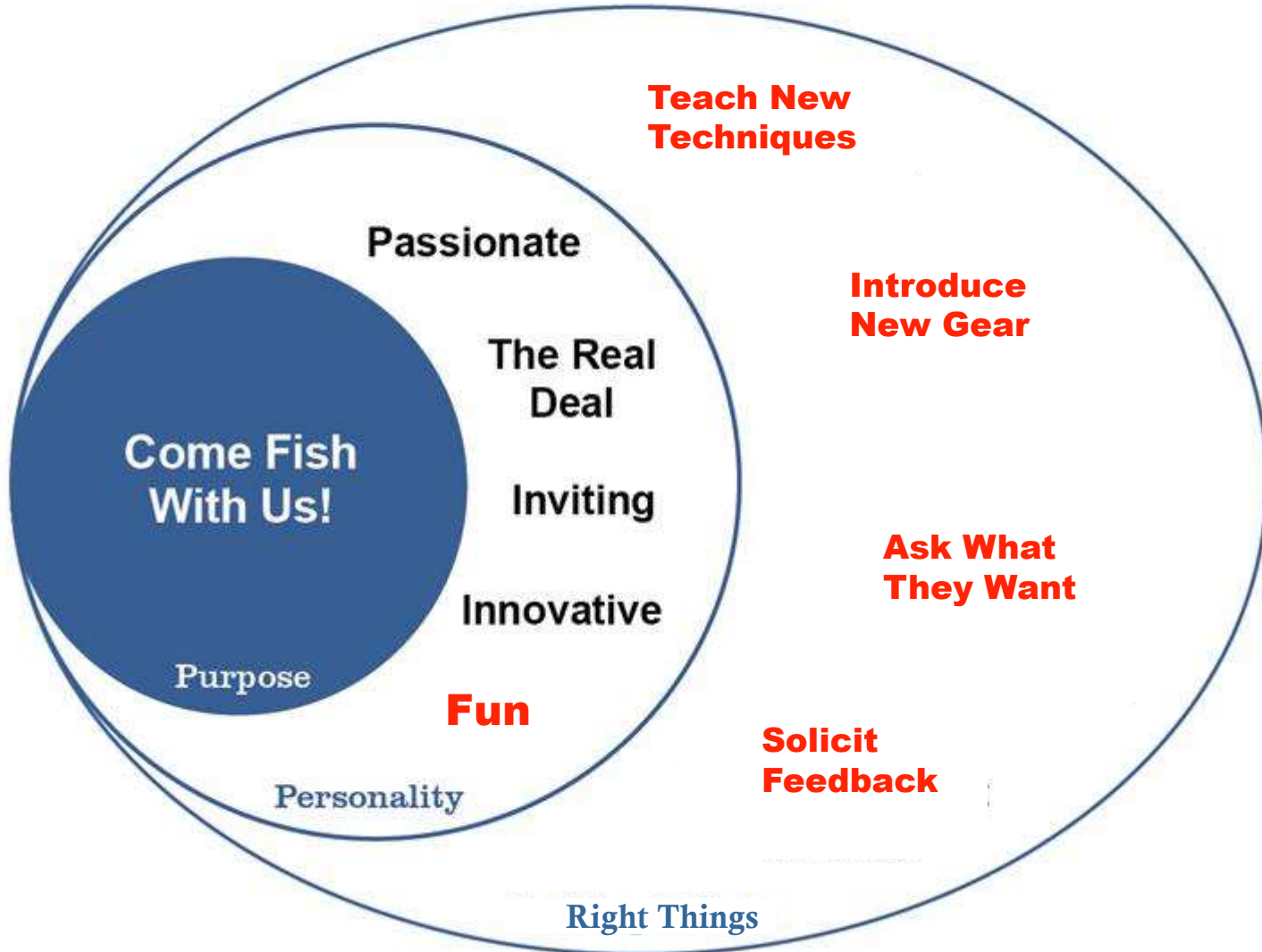**Do the Right Things**

Do them Right

Right People Doing Them

- *Hiring*
- *Retaining*
- *Developing*
- *Communicate*

Hiring for *your* "culture"

❖ *Traditional interview questions*

❖ *Behavioral / Cultural questions:*

    ❖ *Give me an example.....?*

    ❖ *What happened....?*

    ❖ *What did you do.....?*

    ❖ *What were the results.......?*

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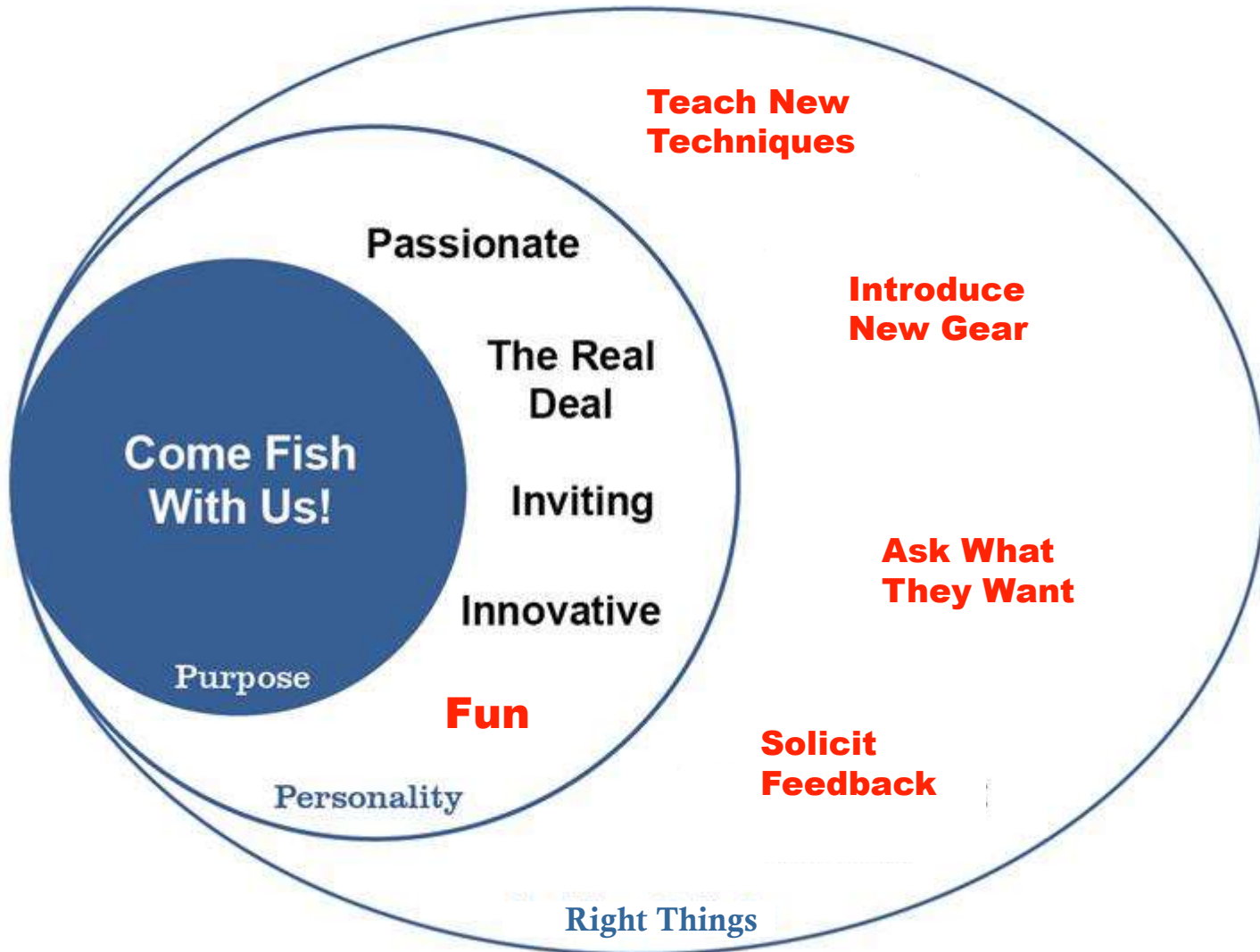**Do the "Right" Things** → **Do them "Right"** → **Have the "Right" people doing them.**

What can you do on Tuesday…?

① *Think through your "purpose"*

② *Think about **why people want to "play"** with Your Team?*

③ *Assemble your team…list the **personality attirubtes** you want to project*

④ ***Integrate** these into your organization and get your team to **"live" your desired culture***

Integrate and "live" your desired culture

- ✓ **Do the "Right Things"**
  - • *Identify and Share "best practices"*
- ✓ **Do them "Right"**
  - • *Figure out metrics/surveys*
- ✓ **Have the Right People Doing Them**
  - • *Hire and retain for behavior too*

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Additional Source

Start up Step 1: Steps to Building a Great Company

Inc.com

GR16

ORVIS GUIDE RENDEZVOUS

1. **Employee Training** *Heather Oberholtzer*

1. **Strategies for Promoting Shoulder Seasons** *Justin Hayes*

1. **Merchandising Your Retail Space** *Tucker Ladd*

1. **Professional Development Practices……** *Mike Dawkins*

1. **Inhouse vs. Outsource Marketing, Graphic Design** *Tim Linehan*

1. **Guide Staffing and Compensation…attracting talent** *Karen Syron*

1. **ROI planning….effective marketing campaigns.…** *Taylor Edrington*

1. **Web presence mangagement (inhouse vs outsource)** *Brian McGeehan*

BREAK OUT SESSIONS: Best Practices

Small Group Discussions	*Best Practices*	*10-15 minutes*
(25 minutes Total)	*Prioritize*	*5-10 minutes*
Large Group Discussions	*Update All*	*5-10 minutes*

GR16

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