

# COMPANY CULTURE: *When inspiration isn't enough.*

Your legacy will be judged not only on the business deals you make or the bottom line in your annual reports, but on the company culture that fostered your success. Developing a culture you believe in means starting with a clear and consistent vision of how you'd like everyone, inside your organization and beyond, to view your company. It is possible to be a successful individual, but not run a successful business. MBDA wants you to be both an amazing business owner and a successful and resourceful MBE. As a successful MBE, there are four key value propositions MBDA believes are essential for an amazing company culture.



## 01 DYNAMIC AND INSPIRATIONAL CEO.

A CEO is the face of the organization. The best CEOs are capable of positively changing the energy in a room and shifting an organization through their personality (who they are), presence (energy), and proclamation (what they say). In addition to possessing the dynamic qualities of a CEO, you must be competent to perform as the CEO. The brand may be built on the CEO's personality, but endures because of the quality of the work product, customer service, and innovation.

## 02 VISION CASTING.

Knowing the company's strategic direction is essential for team members. As a business owner, you should know and declare your vision (what you see for the company), your mission (why the company exists), and your goals (how you will achieve success). The vision and mission are for the CEO and external stakeholders; however, the goals provide the day-to-day direction for your team members. A great way to align CEO and staff expectations is by hosting an annual meeting, regardless of business size, to ensure employees are heading in the same direction strategically (big picture) and tactically (day-to-day).

## 03 COMPATIBILITY.

Team chemistry is greater than capability. Compatibility is determined by: 1) are you a team player; 2) can I work with your attitude; 3) is my interaction with you a pleasant experience; and 4) can you be trusted. There is a reason 66% of CEOs are appointed internally and have 12.8 years' experience within the same organization – time tells the story. The true character of a leader is their ability to convey a message and have a team that opts-in to the vision. When an employee, at any level, is able to garner support from managers and subordinates alike, that's the one to watch.

## 04 COMMITTED TEAM MEMBERS.

Getting people to commit to the organization and not their personal agenda is a talent that eludes good managers who never transition to great leaders. There is no one size fits all approach – sometimes employees are inspired by the work, some by the leader's story, and others by an entrepreneurial environment. In order to have a committed team, employees must fit the culture, and the leader must be the right fit for the company.

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