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Creating a Lasting Club Culture – 1

“We frequently talk about the importance of developing a culture in our organizations. What exactly do we mean by an organizational culture? The dictionary defines ‘culture’ as the sum total of ways of living built up by a group of human beings and transmitted from one generation to another. With a slight modification of this definition we come up with the following working definition of organizational culture.

‘The sum total ways of working and interacting built up by a group of people within an organization and transmitted from one generation of employees to another.’

SAMPLE

The major benefit of establishing a clear organizational culture is that it provides a major focus for the work of the organization. In the culture, the organization is defined with the purpose, vision, and values. So how do you create a culture? you have to define clearly and succinctly what the organization is and what it aspires to be. These are most often found in the organization's Mission and Vision Statements. Beyond these basic statements of intent, one must clearly spell out standards of behavior and performance. These can be in the form of Guiding Principles, Operating Standards, Leadership Principles, Service Ethic, Principles of Employee Relations, Service Pocket Cards, or any other formal statements describing the What, How's, and Why's of how organizational business should be conducted.

Yet publishing such principles and statements, no matter how inspirational and well-written, will only foster employee cynicism if they are not enthusiastically embraced by the club's leadership. On the other hand, when leadership demonstrates their commitment to the organization's values by their daily example, employees will embrace the organization's values.

Discussion Point
Discuss how an organization can and demonstrate its values.

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Take Away: Without a consistently reinforced organizational culture, a club will be represented by the individual and inconsistent values of its employees.