

Building a Culture of Values

May 2022



“**Culture** eats strategy for breakfast.” – Peter Drucker

Strong

Weak

Powerful Culture Recognition

Let's Brainstorm in small groups for 10 minutes

What are the strongest brands you can think of?

What do they do well?

What are they known for?

What is the culture like?

ALSO CONSIDER:

What are some unfavorable brands you can think of?

What do they do poorly?

What is the culture like?

How Does Culture Affect Employees?

If we have a **weak** culture...

Burnout

Absenteeism

Low Morale

Disengagement

Turnover

Poor Quality Outputs

Inconsistent Outcomes



When you get it right...

Happier, healthier, and more motivated people

Growth and revenue gains

Streamlined internal decision making

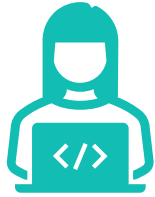
Satisfied customers

Better employee retention



Culture can be a competitive advantage

Culture traits of top big tech companies



Hacker culture

Finding creative ways to overcome limitations



Employee engagement

Creating a flexible, fun environment



Growth mindset

Encouraging employees to individually practice this one



No degree needed, learn our program instead

Adopt tech giants' training systems



Innovation-centric

Never letting great ideas go to waste



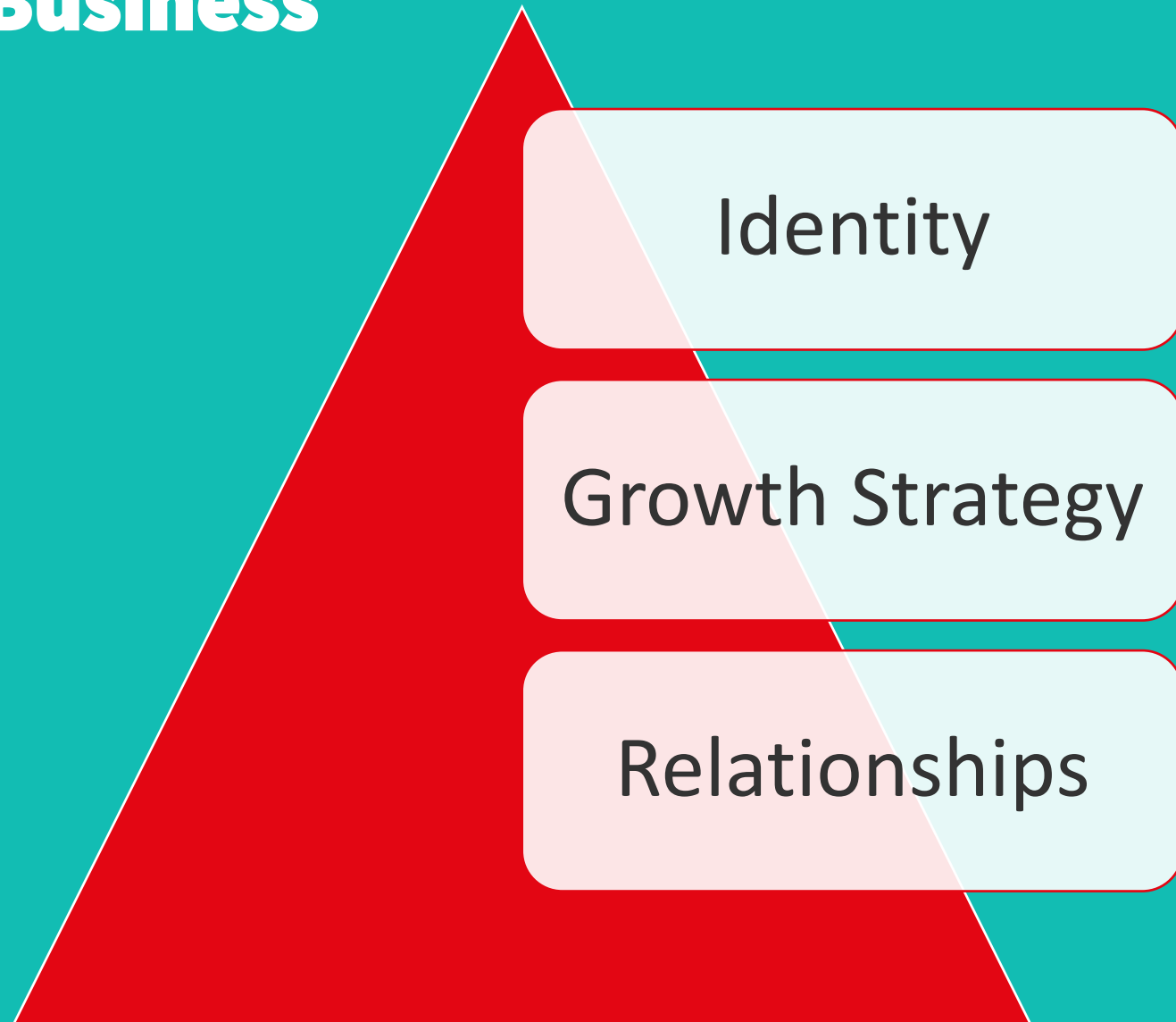
Treat staff like family

You'll have them for life

How many of these do you think are present at your company?

The Core of Our Business

What Do
We
Value?



The JLLT Culture of Values



Be Direct

We value clear and concise communication to enable greater agility and speed.



Be Humble

A person who is humble is always learning. We are always learning to stay ahead of the curve.



Be Decisive

We empower people to make decisions quickly and own them. We learn from every outcome.



Simplify and Edit

Less is more. We move fast by boiling down the complex to the most salient points.



Create wow

We go above and beyond to deliver something unexpected, through a product feature or a personal touch.



Grow Yourself

It's not always about revenue. We are striving for personal and professional growth in all ways.

Build Your Aspirational Culture

Step One...

**Using 5 Post-it Notes,
write down the five most
important elements of a
strong culture...**

Tie the Culture to the Values

Step Two...

Consider the set of values you want to use as a foundation.

Tie each element (post-it note) to one of these six values within your groups

JLLT Values

- Be Direct
- Be Humble
- Be Decisive
- Simplify & Edit
- Create Wow
- Grow Yourself

How are you aligned?

Step Three...

Do the elements of your culture tie to your values?

Are there pieces that align elsewhere?

How do you prioritize?

Culture



Values

The Future of the Organization

Step Four...

What do we want to be known for?

What do we want our culture to be?

How do we embody JLLT values?

What are our blind spots?

**What should
you prioritize
first to get your
culture moving
in the right
direction?**





Thank You

4 Common Types of Culture



Clan culture

A clan culture is a relaxed, friendly, and positive workplace. People typically share many common values and interests.



Adhocracy culture

Adhocracy cultures revolve around innovation and winning. The office environment is typically vibrant and fast-paced.



Market culture

Market cultures have an unwavering and oftentimes ruthless focus on results, revenue, performance, and market share.



Hierarchy culture

Organizations with hierarchy cultures place a strong emphasis on structure, rules, and maintaining control. Authority and boundaries are made clear.