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13 Axioms for an Effective Culture

1. Great leaders build and drive an inspiring culture.

2. Leaders must display core values of the organization and expect the same from others.

3. Culture is the foundation that builds strategy and determines the level of success.

4. A culture of greatness and success doesn't happen by accident. It requires a leader who expects greatness, and every team member builds on it, lives it, values it, reinforces it, and fights for it.

5. A healthy culture happens with focus on the mission and investing in the people. The success will come when everyone buys into the culture.

6. Revitalizing a broken culture takes longer than creating a healthy one from the beginning. Identify what you want your culture and organization to stand for and then make sure every decision and new hire revolves around that vision.

7. Culture is always changing. Everyone in the organization creates the culture through what they think, say, and do daily. Culture starts from the top down but it comes to life from the bottom up.

8. In a healthy culture, every team member brings equal value.

9. When leading a team, it's desirable to develop the "neutrals" and "detractors" into "promoters."

11. Mistakes are excellent learning opportunities.

12. Change is a part of every culture and organization. Embracing change and innovation will ensure your organization thrives.

13. Culture is like a river with many tributaries. For a culture to be effective it must always be in motion and continue to flow throughout the organization. Nourish your culture!

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