

STRATEGICALLY ALIGNED CULTURE

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At the beginning of 2013, I was taking the time to refine the strategy for my own organization, at the same time I was consulting with three other organizations on their strategy as well. I was then asked by another consulting firm, Work Effects (WE), to help build a framework to help organizations align their culture to its strategy. We have all heard that ‘culture will eat your strategy for lunch’ if you are not mindful of it and how it works, but no one had really taken the time to define in general terms what makes up organizational culture.

When you ask leaders what is culture, many of their responses talk about organization trust, employee engagement, or their value statements. Yes, these all make up what WE like to call the health side of culture, things that can be measured on a good-to-bad scale. And if your culture is not healthy then you need to work to make it well again. But then WE ask, healthy for what purpose? Here is where the Strategically Aligned Culture comes into play. WE came up with ten dimensions that can be measured on a good-to-good scale by leadership, and you get to decide what are the cultural components that will help to drive your business strategy the best.

At a high level these dimensions are:

- Customers
- Market Approach
- Identity
- Focus
- Risk Tolerance
- Operational Approach
- Decision Making – Information
- Decision Making – Location
- Atmosphere
- Results

Each one of these dimensions have two dichotomies, and you need to decide where the organization is on each of them, where it needs to be, and what it is that needs to be done to shift the culture in that direction. By doing so, you will receive the greatest Return on Organizational Culture (ROC).

Feel free to contact me to help you walk through these ten dimensions.

The greatest impact you can have is to lead your leadership team through a half day workshop to determine your current location and where it needs to be in the future to assure strategic success.