

Getting Culture Fit

How to leverage your values to get the job you'll love



Presented by

Steve VanValin

Culturology

Breakthrough from the inside out 

This morning's agenda...

1. Getting CULTURE savvy
2. Selling your values - in your own authentic style.
3. Reveal the real values of your potential employer
4. Identify the CULTURE where you will thrive
5. Vetting the boss – getting it right!

Culture

Merriam-Webster word of the year

Culture in context



Culture is the foundation that can
support or undermine
an employees behavior and choices.

It's the cause and effect of every choice we make.



The JAWS of culture

Initiatives



Results

Best of the best organizations

Smart

and

Healthy

Strategy

Minimal Confusion

Technology

Minimal Politics

Finance

High Engagement

Marketing

Productive and
Innovative

Minimal turnover

Millenniology

Culture Matters

64% of Millennials would rather make \$40k per year at a job they love, than make \$100k per year at a job they think is boring.



Chillin



Simon says

“**Weak** companies hire the right experience to do the job.

Strong companies hire the right person to join their team.”



Simon Sinek



Cultural fit scrutiny

8 Level Success Matrix

Candidate:		Position:		Interviewer:		Date:	
Levels	0 – Less Than Required	1 – Meets Requirements	2 – Exceeds Requirements	3 – Greatly Exceeds Requirements	Score		
Cultural and Team Fit	Big gap from past company cultures and teams. Gap is too big to risk.	Past culture and environment are similar. Could probably adapt easily.	Well liked by the team. Good fit on values and cultural match. Highly comparable prior cultures and teams.	Fits culture and environment like a glove. Extremely strong prior similar culture and teams. Could adapt from day one.			

Barry Deutsch of Impact Hiring Solutions

The Culture Narrative

Leading Principles

BRAND

WHO you are

- ▶ Your essential identity and reputation
- ▶ The anticipated experience of doing business with you

MISSION

WHEN and **WHAT** you will achieve

- ▶ Specific goals and milestones
- ▶ Intended outcomes that direct your priorities

VISION

WHERE you are going

- ▶ Where you see yourselves in the future
- ▶ A desired destination that inspires action

PURPOSE

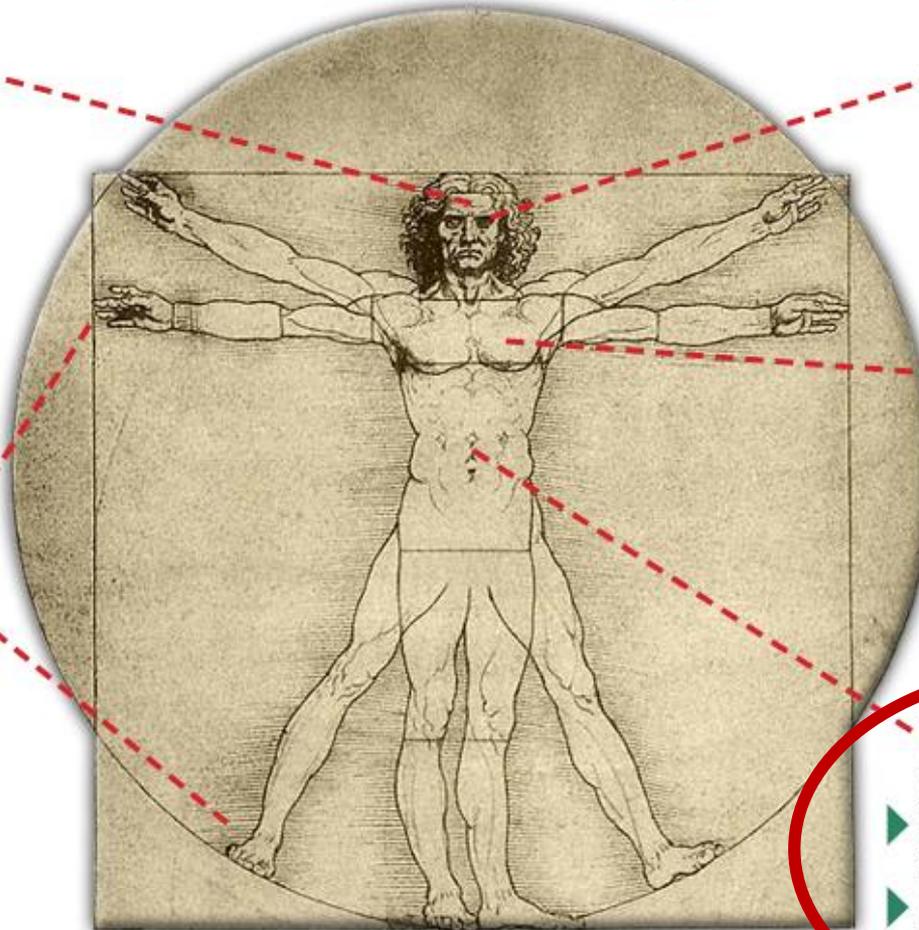
WHY you do your work

- ▶ The reflection of your passion for the work you do and the meaning behind it
- ▶ Why your work makes a difference

VALUES

HOW you perform together

- ▶ Your core Principles that guide your decision-making
- ▶ Deeply held beliefs that drive behavior



Answering the 5 W's and the H

Values define your most desired behavior

A Value is something you value.

- They provide a high ROI
- Guide-posts for decision-making
- Deeply held beliefs that drive behavior

Be Curious First

- Creativity begins with an open-minded positive attitude that unlocks possibilities
- Ask the extra question, learn a fresh perspective, discover new answers

Think Breakthrough

- Imagination and the power of great ideas change the world
- If you are not a little nervous, be bolder

Create an Experience

- Profound growth takes place when we are moved mentally, physically, and emotionally
- Cultivate a thriving environment that nurtures new thinking and personal insights

Be Authentic

- We owe each other the candid truth given with respect and positive intent
- Share the “real” you – the sum of many foibles and the priceless lessons learned

Incite Serious Fun

- True passion blurs the line between work and play and inspires the best of both
- Be at the top of your game – doing what you love and loving what you do

Live It

- Our right to guide others comes with the commitment to serve as role models first
- Teach others continuously, using words if necessary

Think Breakthrough

- Imagination and the power of great ideas change the world
- If you are not a little nervous, be bolder

Telling your story

- ❑ So, what **Value** would you “lead” with?
- ❑ What’s your best example of that **Value** in action?

Making it stick... impressions

- ✓ Express your energy
- ✓ Show n’ tell
- ✓ Thank you notes
- ✓ Social media postings

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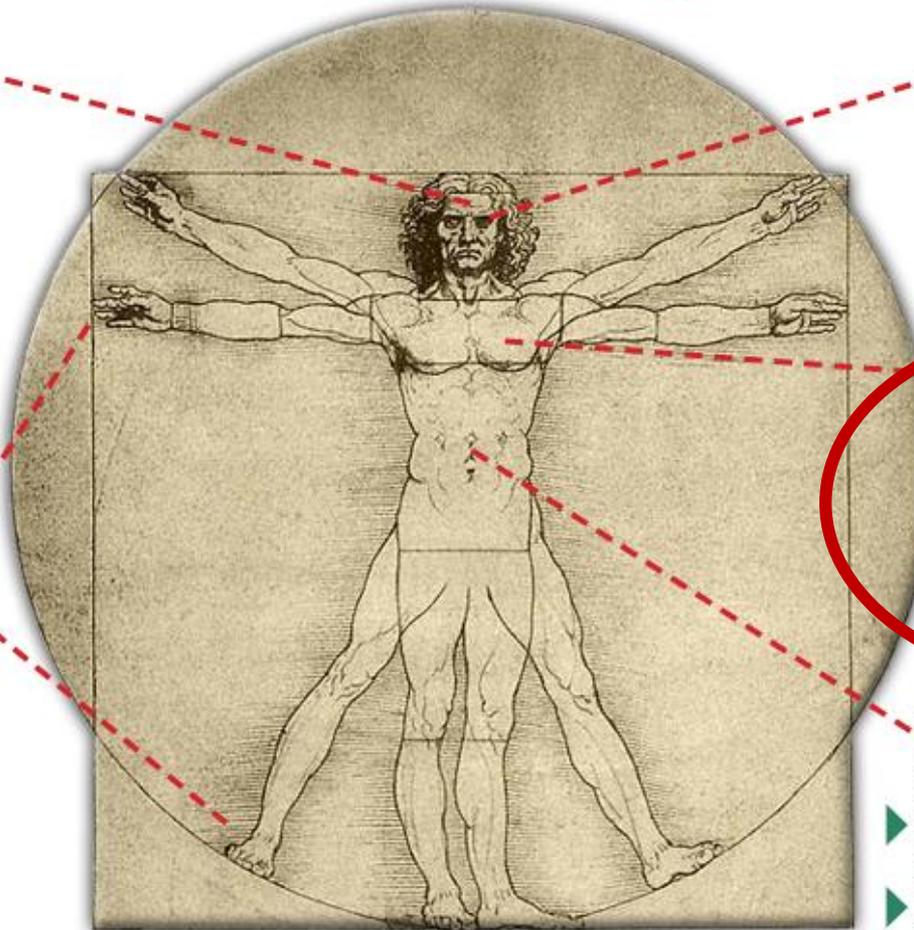
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Answering the 5 W's and the H

Culturology



Br... inside out



Steve Van Valin

Founder and CEO of Culturology

Chester Springs, Pennsylvania

Add profile section ▼

More...

Culturology

Culturology



Susquehanna University



See contact info



See connections (500+)

Founder and CEO of Culturology:

My purpose is to be a positive force that forever changes the experience of work. Everything I do is anchored on creating cultures rich in meaningful relationships that are positive, creative, energizing and deeply fulfilling.

I work with business leaders who believe culture is the key to unlocking a competitive advantage. It starts by shaping healthy high-performance cultures through remarkable leadership. I design high-level strategy with effective ground-level tactics to implement change.

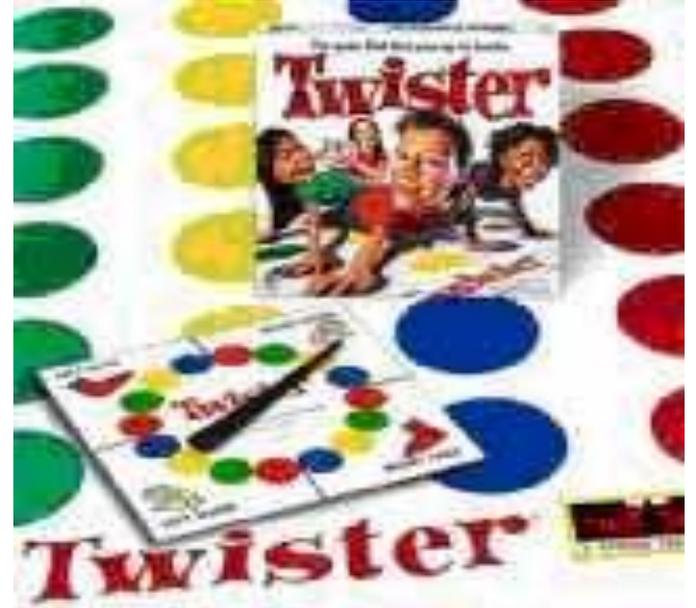
Personal Purpose

My **purpose** is to be a positive force that forever changes the experience of work.

Everything I do is anchored **on creating cultures** rich in meaningful relationships that are positive, creative, energizing and deeply fulfilling.

An abstract painting with thick, expressive brushstrokes in vibrant colors including red, orange, yellow, green, blue, and purple. The colors are layered and blended, creating a rich, textured background. The text is overlaid on this background.

*Culture in
the
abstract*





Too old to fit?

**Get fit
Get hip
Get energy
Get tech**

Real
Values?

OR

Poster
on the
wall
syndrome



- 1) Deliver WOW Through Service
- 2) Embrace and Drive Change
- 3) Create Fun and a Little Weirdness
- 4) Be Adventurous, Creative, and Open-Minded
- 5) Pursue Growth and Learning
- 6) Build Open and Honest Relationships with Communication
- 7) Build a Positive Team and Family Spirit
- 8) Do More With Less
- 9) Be Passionate and Determined
- 10) Be Humble

Heart sets us apart

Introducing a vibrant look inspired
by our love of People.



The Southwest Way

WARRIOR SPIRIT:

- Work Hard
- Desire to be the best
- Be courageous
- Display urgency
- Persevere
- Innovate

A SERVANT'S HEART:

- Follow The Golden Rule
- Adhere to the Principles
- Treat others with respect
- Put others first
- Be egalitarian
- Demonstrate proactive customer Service
- Embrace the SWA Family

FUN-LUVing ATTITUDE:

- Have FUN
- Don't take yourself too seriously
- Maintain perspective
- Celebrate successes
- Enjoy your work
- Be a passionate Team player



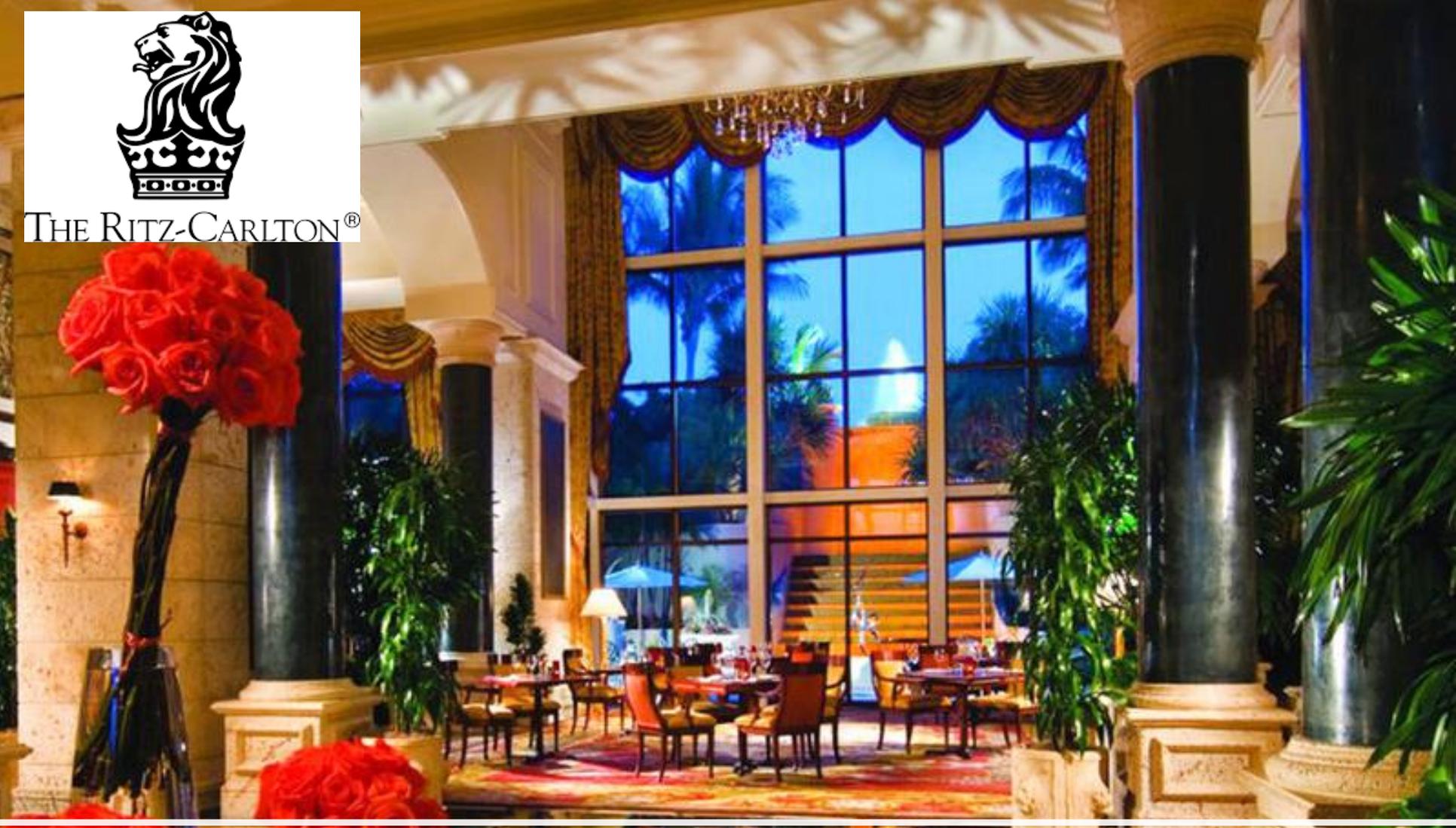
Reality check



“How does the culture make a difference in success here?”



THE RITZ-CARLTON®



“Ladies and gentlemen serving ladies and gentlemen.”

The heart of the matter



“What gets rewarded here?”

(Advice from: Laszlo Bock, CEO of Humu, and former Google Head of People Operations)

A peeling

Are their company's Values really what they value?



**“Tell me a story about something that happens here
that would not happen anywhere else.”**

(advice from Adam Grant of Wharton)

Where's the beef?

Putting the **meat** in meeting



“Tell me what the meetings are like here?”

Feeling the love

“Do you love working here?”



“What would you change about the culture to make you love it even more?”



- The process they put you through
- The parking-lot test
- Sounds of culture
- Rapport and Faces
- Dress
- Glassdoor

BEWARE

OF

Culture

Culturology



A balance between
Symbols and **Substance**

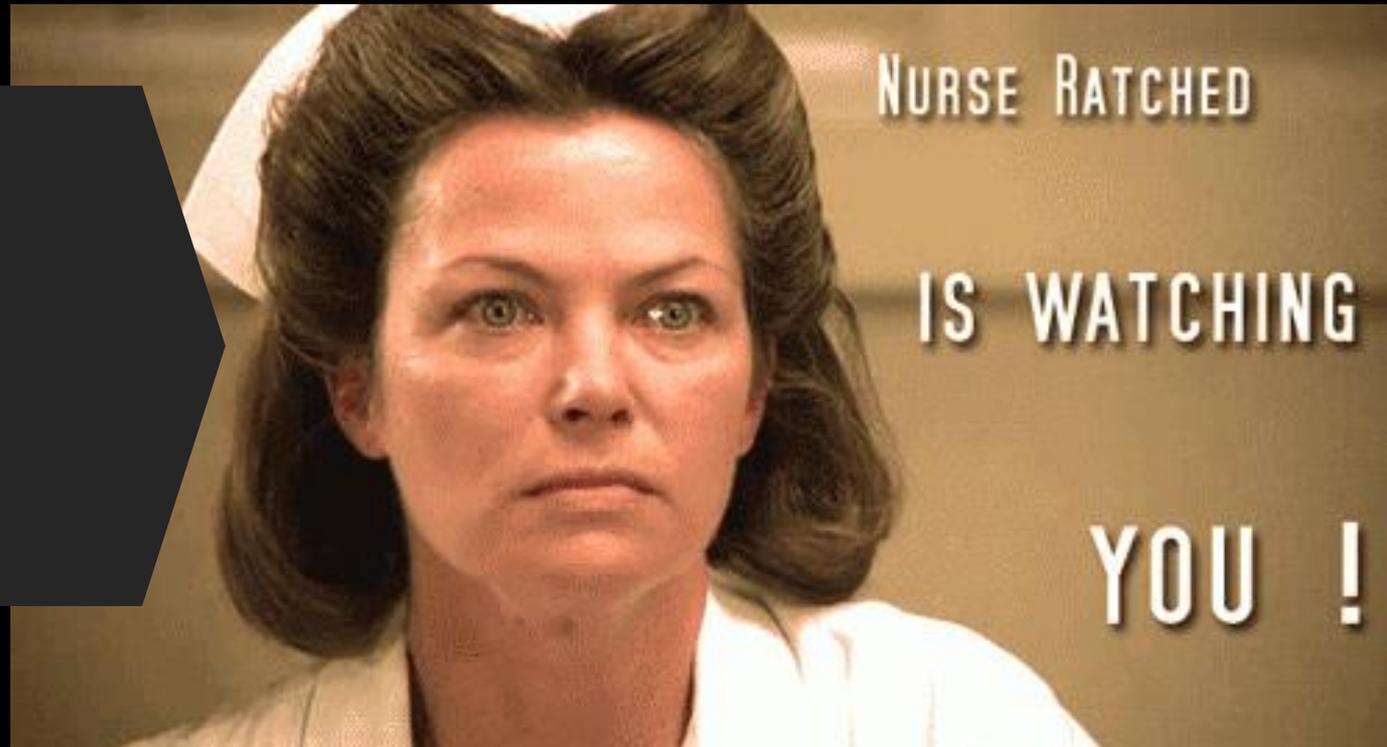


**Lantern Fish
Culture**

**Squeaky
Clean
Culture**



**All discipline
No heart
Culture**



Vulture Culture



Getting focused

Culture EQ

What are the most important culture attributes that will allow you to thrive?

Your culture fit

Super-fast, constant change, high-energy

Pace

Steady, predictable, methodical, low-stress



More effective with high direction/supervision

Autonomy

Independent empowerment, high trust



Individual contributors, personal accountability

Collaboration

Team focused, high interaction, consensus



Competitive, a high focus on measurement

Results-Orientation

Flexible goals, development and learning oriented



Constant updates, no surprises, full-disclosure

Communication

Empowered to focus on work, occasional touch-bases



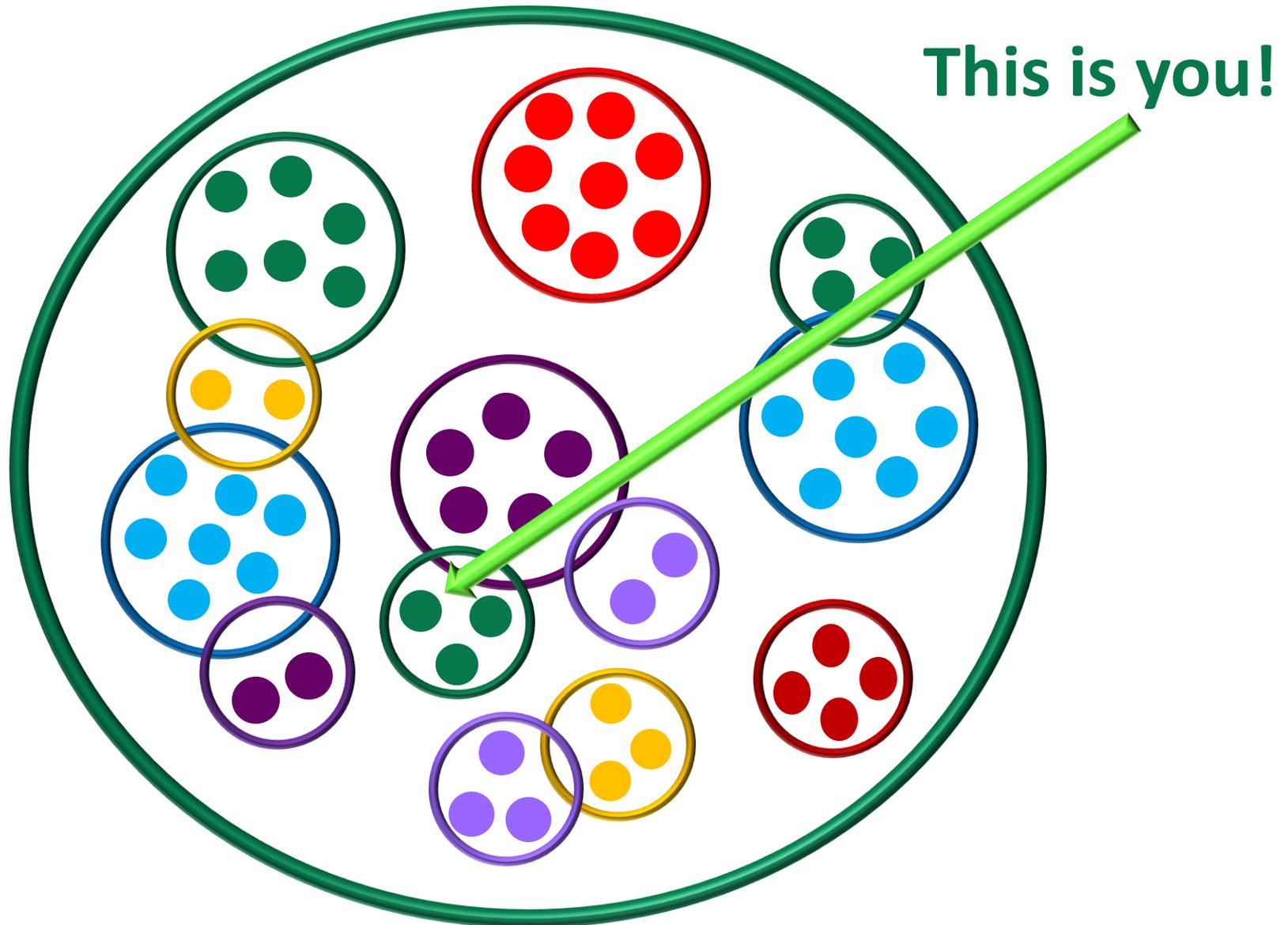
Immersed in work, constant engagement/connection

Balance

Flexible, performance/effort trumps time spent at work



Culture: Circles of influence



Vetting the boss



1. Likely to be your most important success factor.
2. What are you willing to tolerate?
3. You don't have to have the same values, but you must deliver upon theirs!

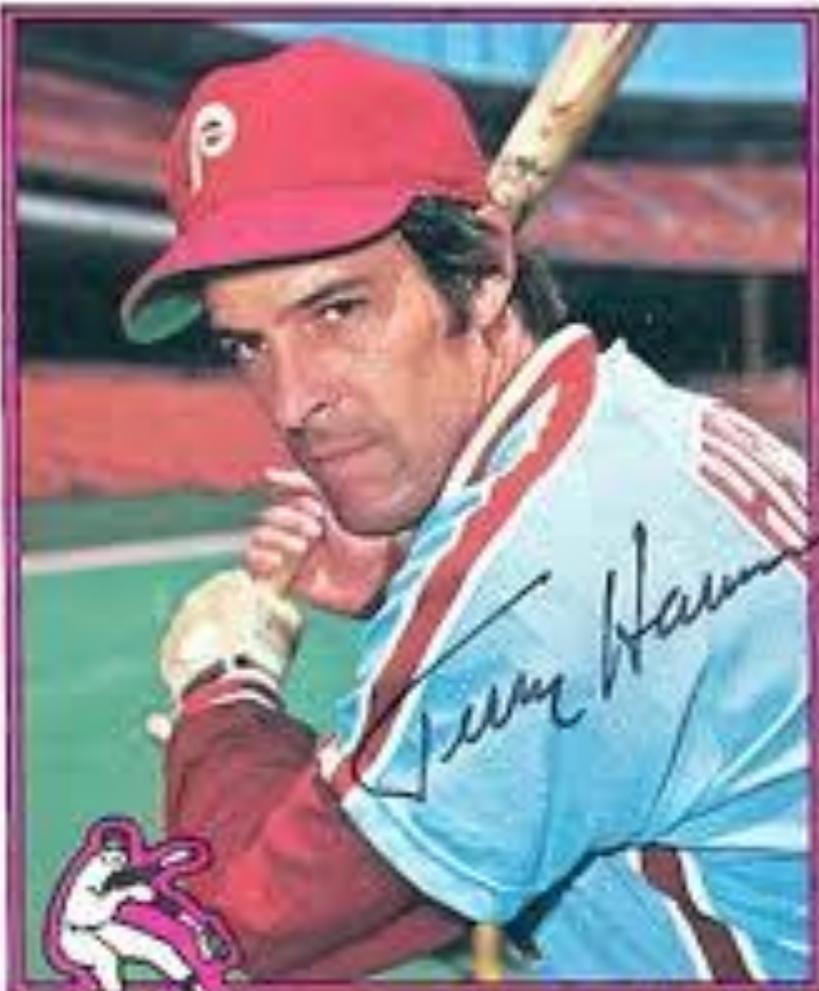
Interview power question

“When you got started here, what was the best career advice you received?”

...and

“Does that apply to this job?”

(advice from Meredith Toole, CEO of TalentPoint Consulting)



TERRY HARMON

SECOND BASE

PHILLIES

Culture payoff



A healthy thriving **CULTURE** reduces the transactional cost of doing business.

To sum it up

- **Get culture savvy**
- **Know & communicate your values**
- **ID the real values of employer**
- **ID the CULTURE where you will thrive**
 - **Vet the boss**

Contact information

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Breakthrough from the inside out



Steve Van Valin, CEO

steve@culturologyUSA.com

LinkedIn  [SteveVanValin](#)

www.culturologyUSA.com

twitter 

[@Culturology1](#)

Let's rock!



Granted

“We make too many career choices based on ambition over aspiration.”

- **Ambition** is what we want to achieve.
- **Aspiration** is who we want to become.

When deciding between jobs or organizations, ask how they'll shape your identity.”

Adam Grant