

Begin to DESIGN your company culture.

## Videos



Candy Factor – Company Culture

<https://www.youtube.com/watch?v=D6LUG-siJV8>



Perspective – Apple

<https://www.youtube.com/watch?v=TJ1SDXbj8Y>



If We Could See in Each Other's Hearts

[https://www.youtube.com/watch?v=Wl2\\_knlv\\_xw](https://www.youtube.com/watch?v=Wl2_knlv_xw)



Jessica's Daily Affirmation

<https://www.youtube.com/watch?v=qR3rK0kZFkg>



Seattle Pike Place Fish Market

[https://youtu.be/TbtsfyrEF\\_c](https://youtu.be/TbtsfyrEF_c)

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## Additional Videos



No Laughing Matter – Customer Service Compilation

<https://www.youtube.com/watch?v=9oywp2qRRyc>

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The Zappos Family – How They Work

<https://www.youtube.com/watch?v=axlWBn7YQA4>

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We Are ALL the Patient Experience

<https://youtu.be/iBLQnThJ6w0>

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How Well Does Your Team Communicate?

<https://youtu.be/gp9x3fvKjm4>

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## Publications

Organizational Culture: A Critical Choice at the Heart of an Exceptional Patient Experience – Beryl Institute	<a href="http://www.theberylinstitute.org/blogpost/593434/148723/Organizational-Culture-A-Critical-Choice-at-the-Heart-of-an-Exceptional-Patient-Experience">http://www.theberylinstitute.org/blogpost/593434/148723/Organizational-Culture-A-Critical-Choice-at-the-Heart-of-an-Exceptional-Patient-Experience</a>
High Performing Culture	<a href="http://www.highperformingculture.com/why-culture-matters/">http://www.highperformingculture.com/why-culture-matters/</a>
How Company Culture Shapes Employee Motivation	<a href="https://hbr.org/2015/11/how-company-culture-shapes-employee-motivation">https://hbr.org/2015/11/how-company-culture-shapes-employee-motivation</a>
Company Culture: By Design or Default - Forbes	<a href="https://www.forbes.com/sites/aileron/2016/10/11/company-culture-by-design-or-default/#6271a64c6b4f">https://www.forbes.com/sites/aileron/2016/10/11/company-culture-by-design-or-default/#6271a64c6b4f</a>
Sustainable Change	<a href="http://www.strategy-business.com/article/11108?gko=f4e8d">http://www.strategy-business.com/article/11108?gko=f4e8d</a>
Fish Philosophy!	<a href="http://www.fishphilosophy.com/">http://www.fishphilosophy.com/</a>
Recruiting for Cultural Fit – Harvard Business Review	<a href="https://hbr.org/2015/07/recruiting-for-cultural-fit">https://hbr.org/2015/07/recruiting-for-cultural-fit</a>
How Important Is Culture Fit for Employee Retention? - Forbes	<a href="https://www.forbes.com/sites/brentgleeson/2017/04/03/how-important-is-culture-fit-for-employee-retention/2/#44d4aa3d4792">https://www.forbes.com/sites/brentgleeson/2017/04/03/how-important-is-culture-fit-for-employee-retention/2/#44d4aa3d4792</a>

## Toolbox for Culture by Design



- What is your NORTH STAR (shared vision)?
- Identify changes critically needed first
- Seek role models & create a committee
- Develop tools
- Communicate
  - Consistent, scheduled and expected
  - Enable the flow from top to bottom
- Reinforce the new behaviors
  - Celebrate accomplishments!
  - Metrics – measure progress
  - Incentives – reward success
- Make culture a part of your hiring process

