

# **BUILD IT AND THEY WILL COME... AND STAY**

Creating a Workplace Culture

Presented by  
Dr. Maria Church, CEO

# Agenda

1. Business Case
2. 7 Layers of Culture
3. How to Affect Positive Change Strategies
4. Q & A

# Business Case - Gallup

- 70% of American workers are not working to their full potential
  - 52% of those workers are disengaged
  - 18% are actively disengaged
- Among actively disengaged workers in 2021, 74% are either actively looking for new employment or watching for openings.
- 71% of FT State and Local Government workers are unhappy or disengaged
- Costing an additional \$8K to \$15K for every employee earning \$40K - \$80K



# Business Case - Social Sites

- Glassdoor and Indeed = company's employment brand is now public information
- If it's not a great place to work, people find out fast.
- Glassdoor database shows the average employee gives their company a C+ (3.1 out of 5) when asked if they would recommend their organization to a friend.



# Business Case - Forbes

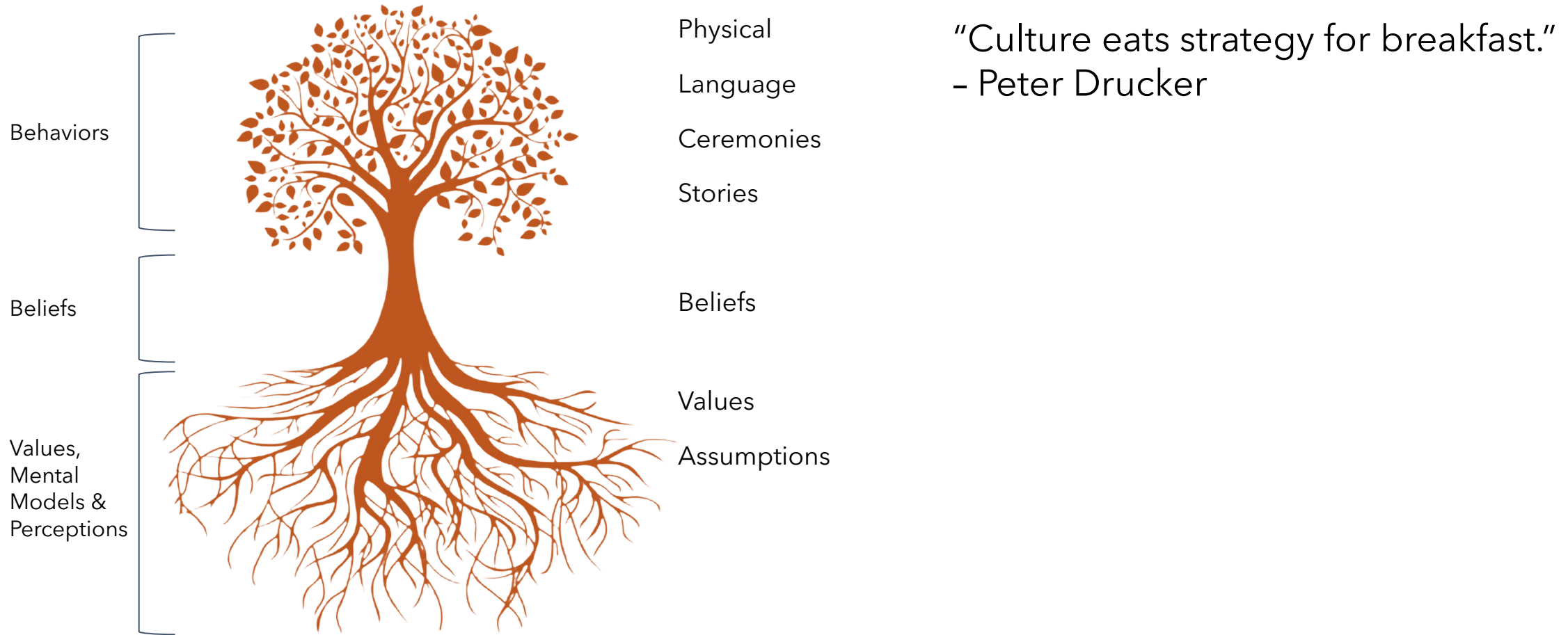
- 95% of candidates believe workplace culture is more important than compensation
- 5% of candidates value compensation over culture.



# Culture Model

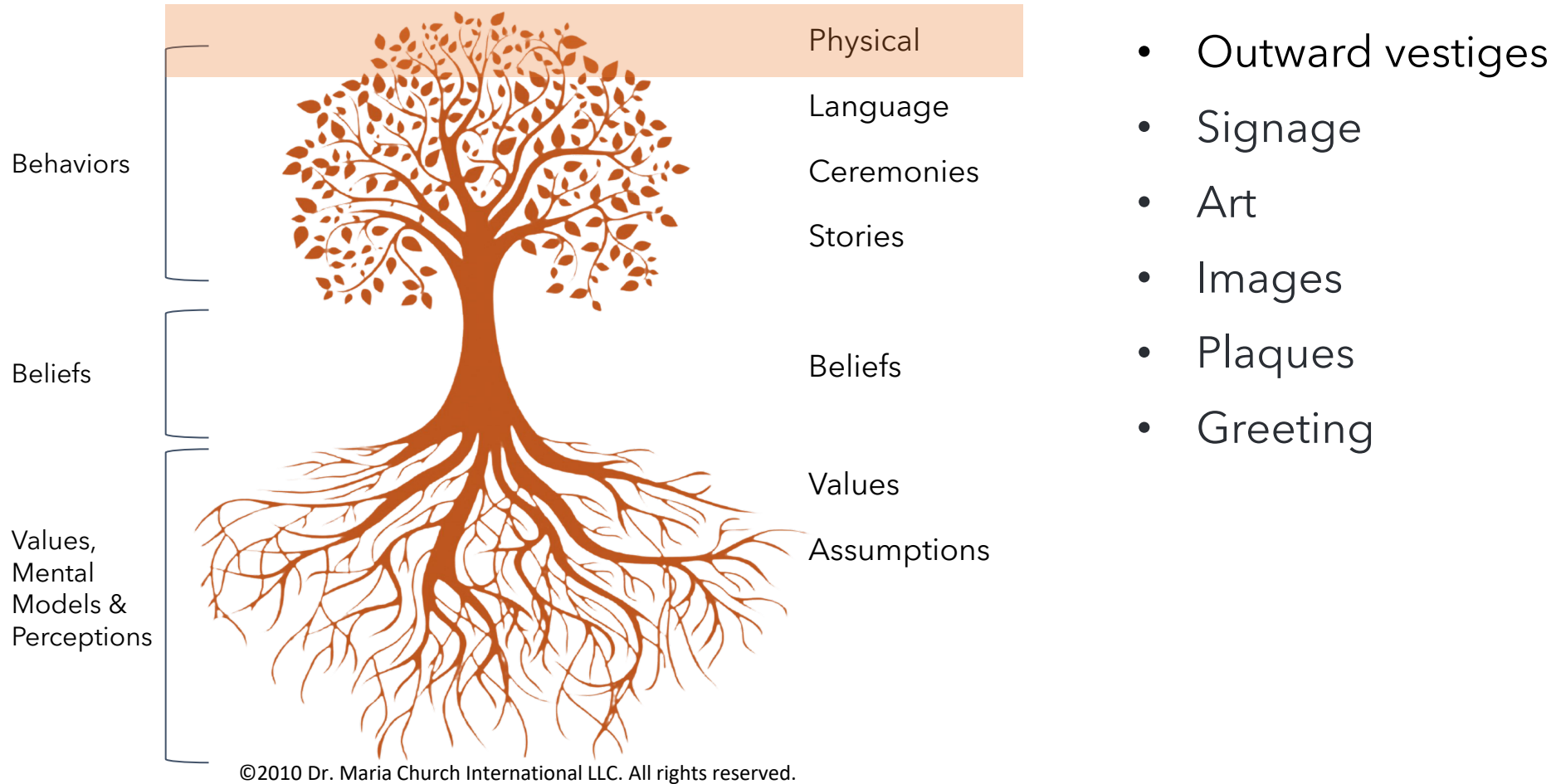
## 7 Layers of Culture

# Organizational Culture



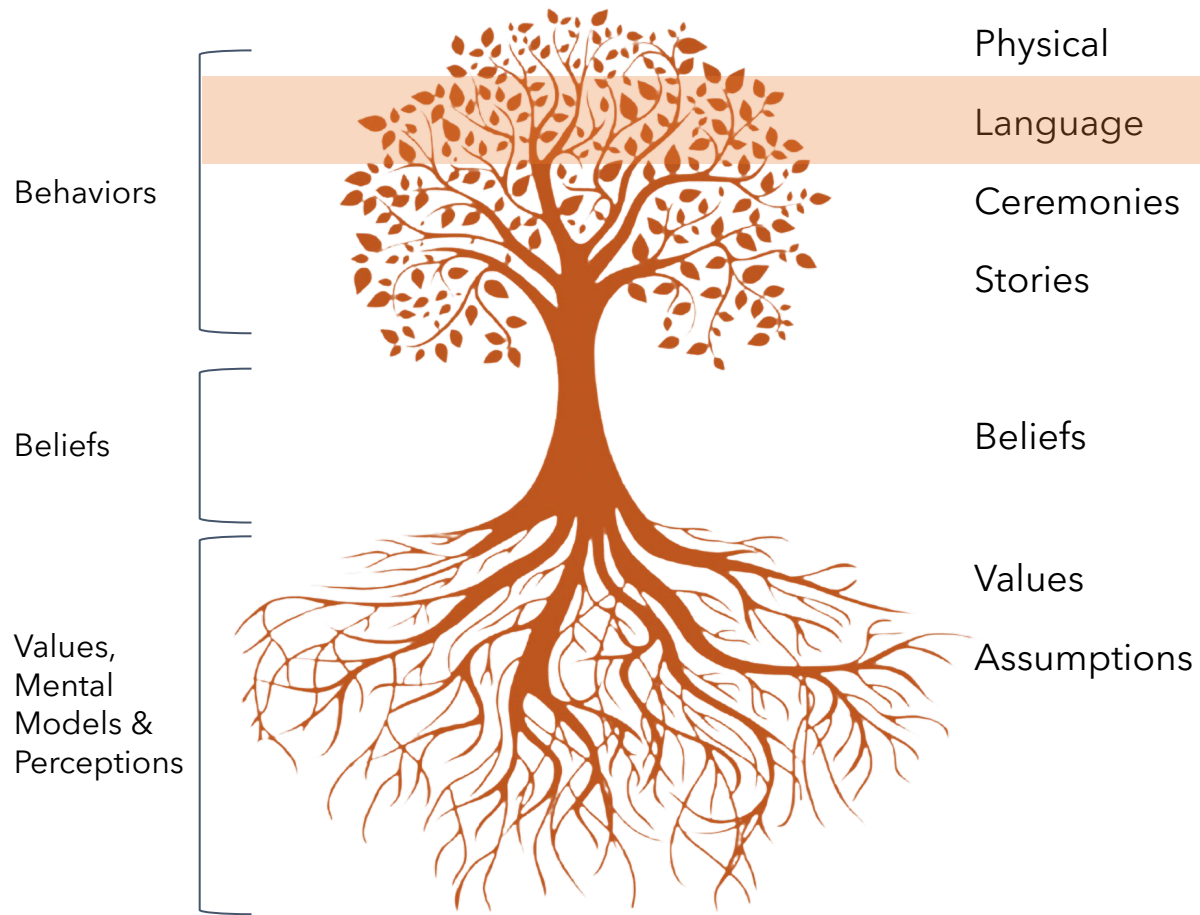
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# Organizational Culture





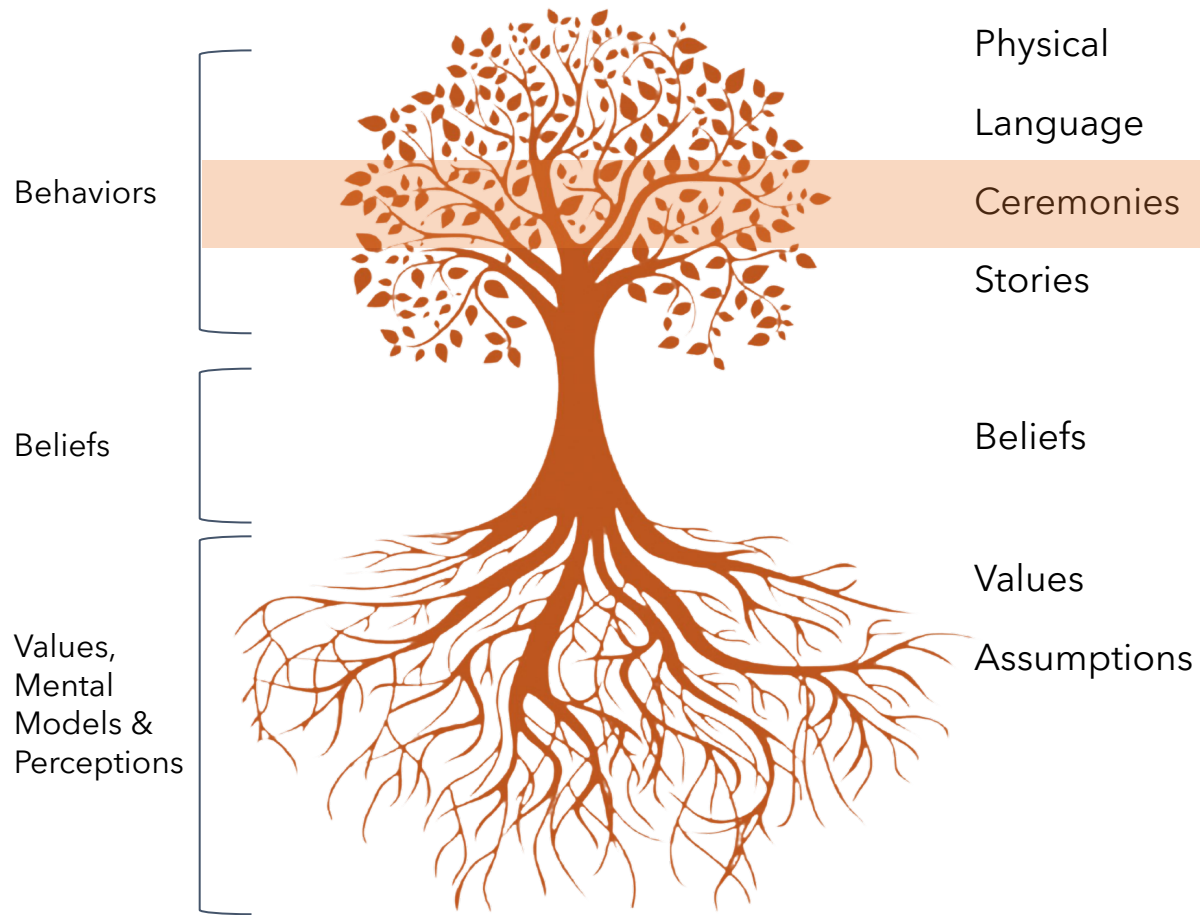
# Organizational Culture



- Community quality
- Shared language
- Unique to Industry

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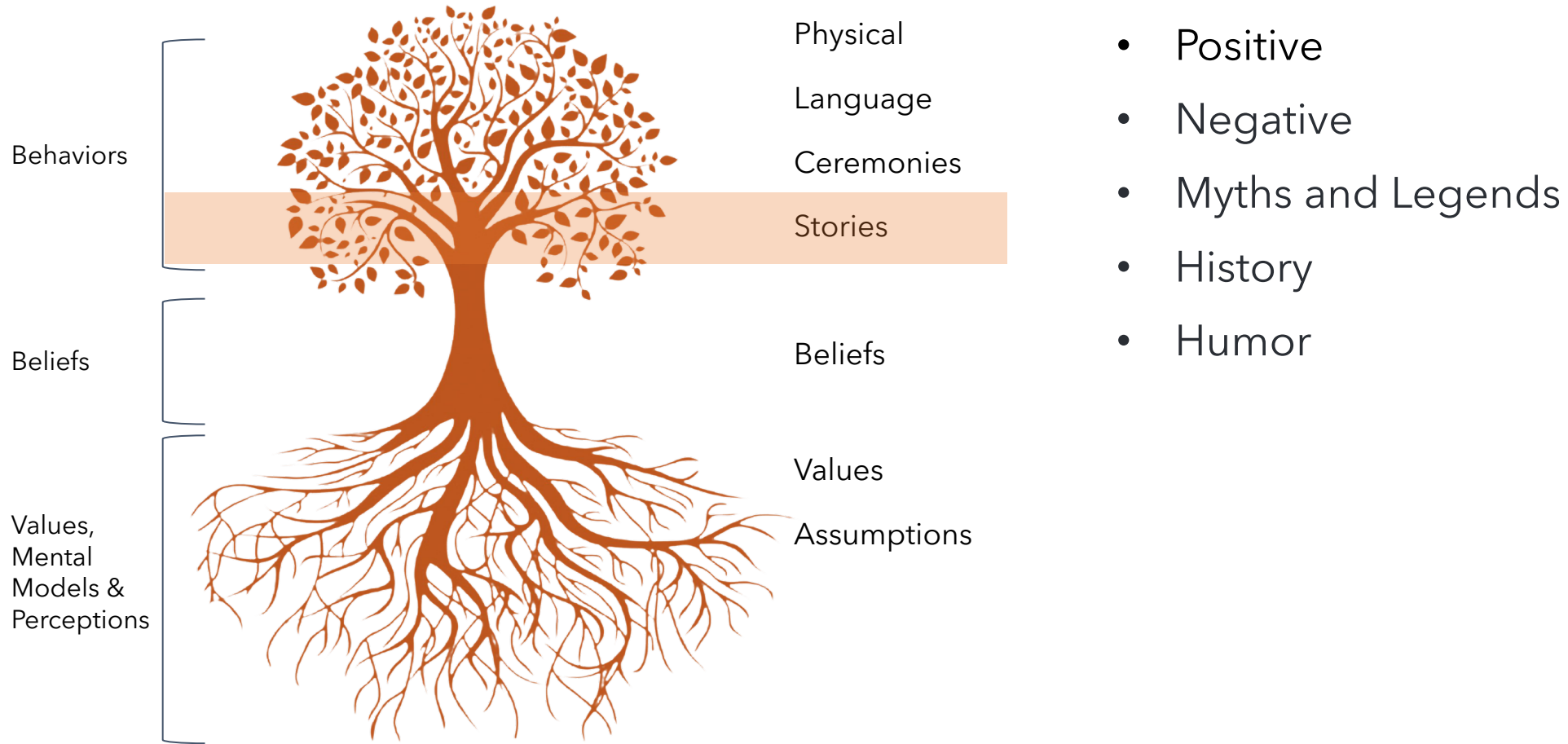
# Organizational Culture



- Formal ceremonies
- Appreciation luncheons
- Award dinners
- Informal rituals
- Birthday

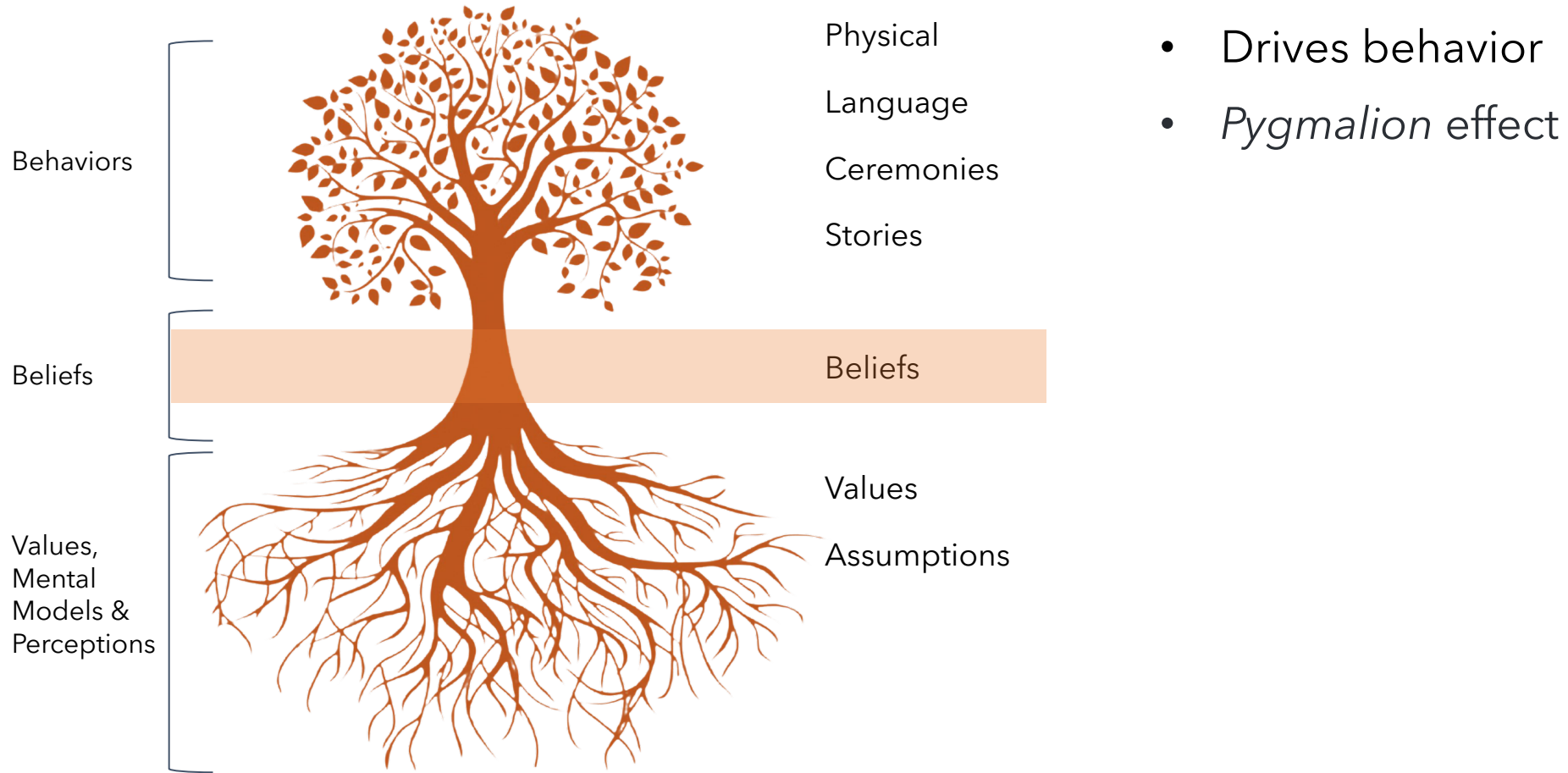
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# Organizational Culture



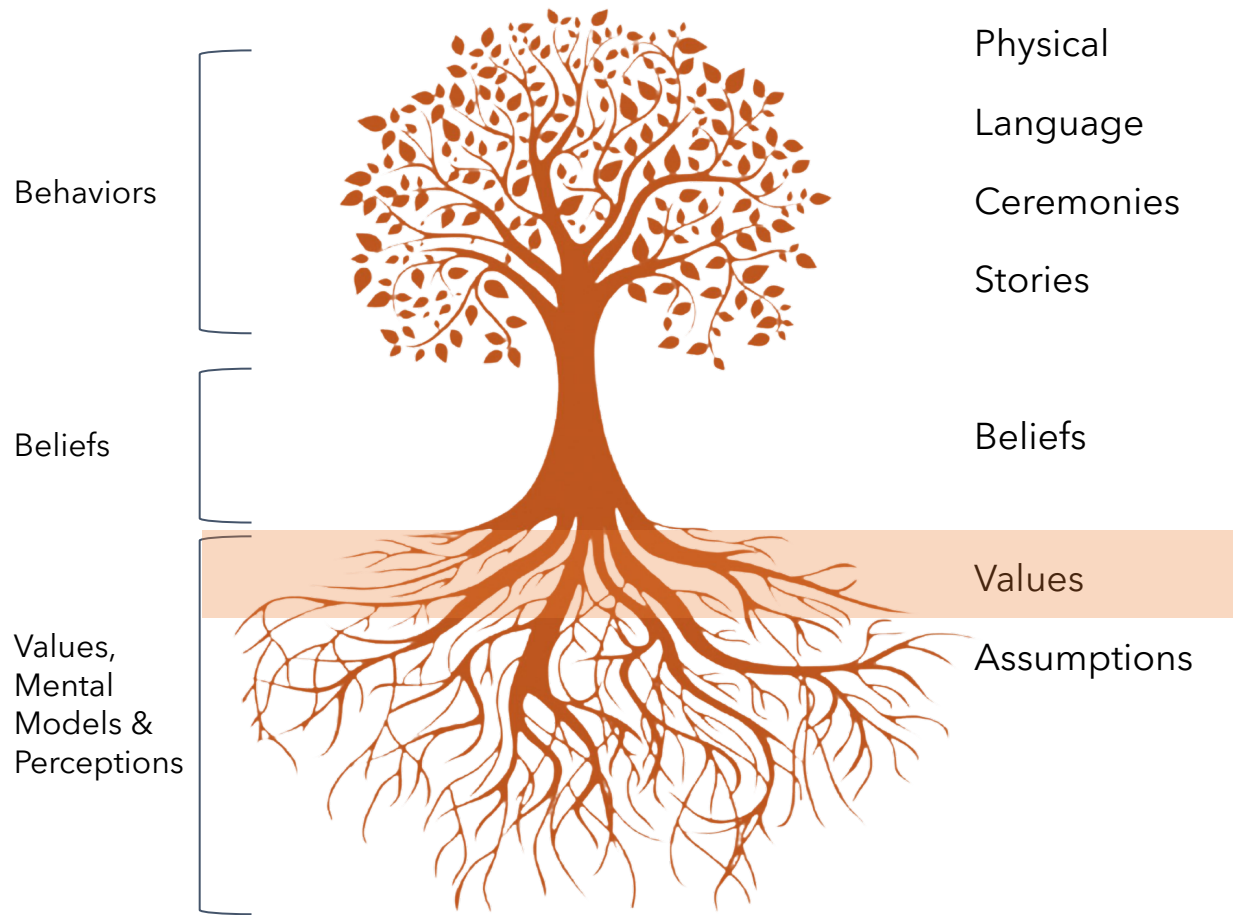
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# Organizational Culture



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# Organizational Culture



Physical

Language

Ceremonies

Stories

Beliefs

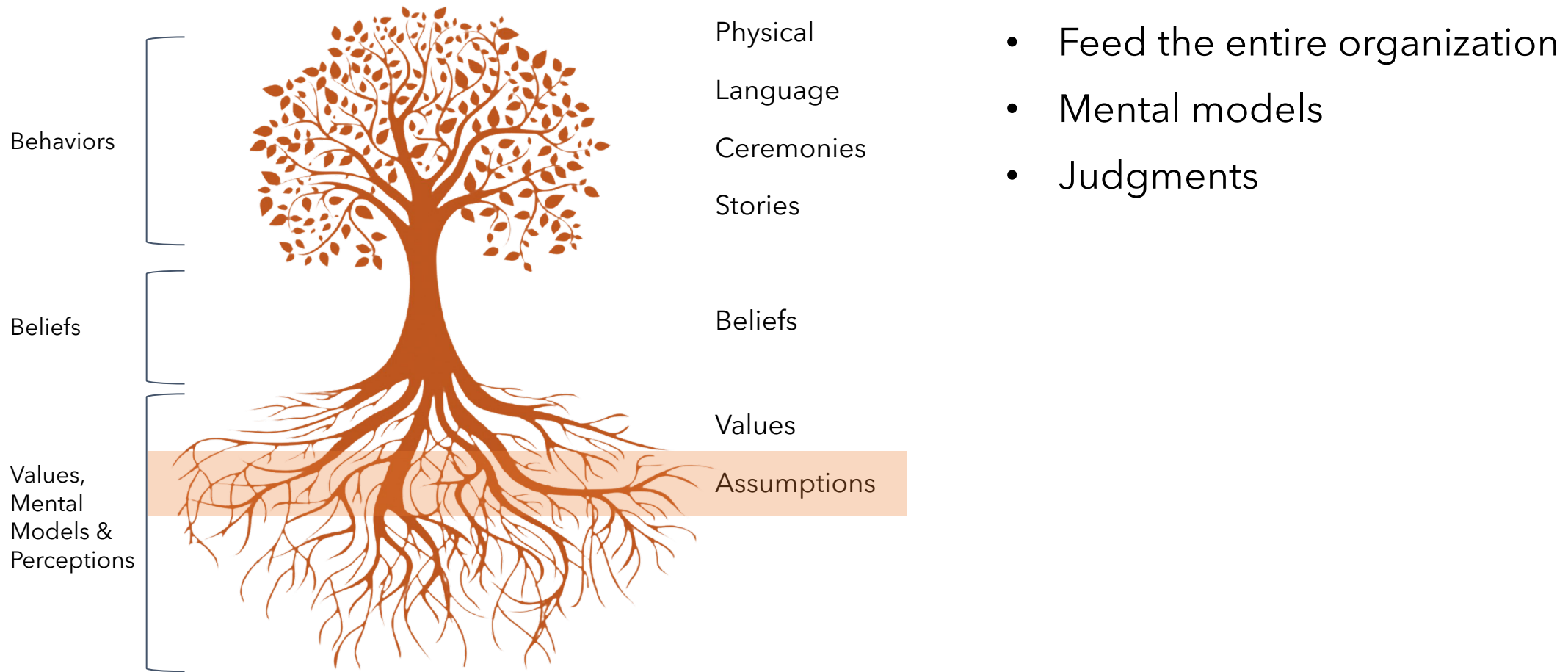
Values

Assumptions

- Fuel organizational and ethical beliefs > behaviors
- Conscious and unconscious
- Individual and collective
- Foundational

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# Organizational Culture



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# Strategies Affect Positive Change

# Core Culture

- Build your strategies around your core culture
- To innovate, people must feel safe
- For people to stay, they must have a head/heart connection = meaning

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## OUR DNA

### OUR WHY

Transforming the world,  
one local government at  
a time.

### OUR POV

Appreciative Inquiry  
Unrivaled Listening  
Open-Mindedness

### OUR NON-NEGOTIABLE VALUES

Quality-Obsessed  
Unabashed Customer Service  
Fearless Authenticity  
Love (the work, the client, the team)

### OUR UNIQUENESS

Building an inclusive culture that  
encourages, supports, and  
celebrates the diverse and unique  
voices of our team and clients.

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# Culture Assessment

Because you attended this session, we would like to gift you a complimentary workplace assessment.

We will work with your point of contact to collect data, interpret, and present survey findings to you.

To schedule your assessment, please contact us at:

[Concierge@GovernmentLeadershipSolutions.com](mailto:Concierge@GovernmentLeadershipSolutions.com)





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Q & A

