Culture is the character and personality of your organization.

It's what makes your organization unique and is the sum of its values, traditions, beliefs, interactions, behaviors, and attitudes.
"Culture is as important, if not more important, than your business strategy because it either strengthens or undermines your business and the objectives it is trying to achieve. It affects performance. Organizations with stronger cultures outperform their competitors in financial performance and are generally more successful." - ERC.com

"Developing a successful cultural direction for your workplace . . . is one of the most important ongoing responsibilities for any business leader, as the vast majority of successful companies have dynamic cultures." - Forbes.com

"Companies sink or swim based on their internal culture. One bad hire can have a huge effect on morale, productivity, and ultimately, the bottom line." - Business Insider

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The business case: culture & the bottom line

Unhappy workers in the U.S. cost $450 - $550 billion annually in lost productivity.

Companies with highly engaged employees add 19% in improved income to their bottom line.

Culture & Brand are the drivers of the new economy.

Culture is not what the company says it is . . . it's what others say about you.
The foundation of culture is vision.

Why is your business doing what it is doing? What does success look like for your company? Every employee should understand and buy into the vision.

Building Blocks of Culture

The Vision:
Re-defining how people experience banking.

Nashville’s Signature Bank
The foundation of our culture & brand.

Avenue Bank’s Culture

The next building block of culture is values.

What does your company stand for? Be specific and intentional. Every employee should know and espouse the company’s values.
Our Values:

Attitude is everything.
Servant leadership
Authenticity
We win as a team.
The difference is real.
Challenge the status quo.
We’re a family.

Building Blocks of Culture

The execution of your VISION & VALUES creates Culture (internal) and builds your Brand (external).

Without a strong foundation your culture & brand cannot thrive.

The Execution:

Concierge Banking Service Model
‘Collection of Family Values’
Consistency in branding: voice, visual & values
Turning Culture into Clients
“The Avenue Way”
Avenue Bank’s Culture

The Execution:

- Right person in the right job.
- Top Workplace Recognition
- Team-based Incentives
- Community Involvement & Leadership
- Clients are the reason we exist.

“Must Haves”

“Must Haves” to create or shift your culture:
- Leadership buy-in
- Talking about the vision & values.
- Consistency
- Walking the talk.
- Open communication.
- Ownership at all levels of the company.

HR’s Role in Building & Maintaining Culture

- Employee engagement
- Measuring -- surveys, reviews, conversations.
- Taking action when negative feedback or constructive criticism is offered.
- Hire for competency + cultural fit.
- Be a champion for your employees.
The “Avenue Way”:
Employees are #1.
Start from “yes”.
Lead from any seat.
We win as a team.
Right person, right job, right things, right now.

Avenue Bank’s Culture

Avenue Bank’s employee engagement initiatives:
- Family Gathering & “WOW” stories
- Celebrating milestones & successes – Chick-fil-A
- Culture Club
- New Employee Welcome
- “A Collection of Our Family Values”
- Chairman’s Lunches

Avenue Bank’s Culture

Avenue Bank’s employee engagement initiatives:
**Group Activities:**
- Book Clubs – lessons & common language
- Volunteer activities
- Frozen Fridays
- Annual Picnic (with families)
- Christmas Party (with spouse/guest)
Avenue Bank's employee engagement initiatives:

- Executive Coach (Myers-Briggs & self awareness)
- Engagement Champion
- Avenue Fit Wellness Program
- Healthy Living Snack Bar

Avenue Bank's Culture

- No clear vision – don't know where you are going.
- Non-engaged employees – will take others down with them.
- Leadership team does not reflect the values.
- Company decisions do not reflect the values.

Culture Killers