

# TOP 5 CULTURE DRIVERS FOR YOUR TEAM



**LEVERAGE THE BUZZ TO  
GAIN BIZ!**

PRESENTED BY: BROKER'S OPEN PODCAST




Culture is a buzzword in the workplace these days and has been for a while. The reason why is simple. It was and is critical in determining how closely your team works together. Your team and your office have a culture right now that you should embrace regardless of whether it is the one that you created or the one that evolved. You can be intentional going forward by using the information below to explore your current vibe while creating your future BUZZ!!

We will discuss a little bit about how it is created below but for now let's review how to explore what type of culture you have right now.

The quickest way to figure out what your environment stands for is to ask, but it's not as easy as asking your friends, family or the agents that you like. To really explore your culture you have to ask a large cross section of people who have been exposed to it. Ask your staff, ask the vendors that frequently visit your office or work with many of your agents. Ask the people who rent the office space next to you. Ask the local board association what they have heard about your office(s). Now if you are ready for this, ask agents that have left. The easiest time to ask them is through your exit interview process. The best time is one year after they have been gone. At that point, they will have a direct comparison of where they were with where they thought they were going. Easier said than done, right? An organization's culture consists of the values, beliefs, attitudes, and behaviors that employees share and use on a daily basis in their work.





Once you ask, stop talking and listen. It's not the time to defend it just listen. Don't believe everything that you hear but if you write down all that you hear from many different resources a pattern will emerge. Then take that pattern and see how it aligned with your desired culture. Don't forget when surveying to ask your staff how they FEEL.

Then listen closely for telltale responses like:

- We are very collaborative vs. I don't see how me being here makes a difference.
- I feel like everyone here has my back vs. I feel like an outsider.
- My opinion counts vs. if I say what I am thinking it will come back to haunt me.
- I feel enabled and accountable for my success vs. the broker has favorites.
- Our team shares a common vision vs. I am always competing and I work outside the office because I'm on my own.

The fundamental thing to remember is that culture is defined by the actions someone takes within a community and the impact they have on the feelings of that community. It's not about intentions or rules. It is about consistent actions and behavior. To be intentional in the development and maintenance of your culture there are 5 fundamental pillars that are the driving factors of your business. In order to accomplish this with your team you must first define them, get buy-in from all players, and decide how to get testimonials of your team exhibiting it within your community.





1. Respect and Integrity – only hire and work with people that display your level of respect to their customers.
2. Engagement – understand how to get the players to take action that matches your culture.
3. Shared Vision (growth or fixed) – their mindset about growth should be the same as yours.
4. Accountability – display and reward cultural continuity.
5. Communication – early, often, and consistent.

Cultures are either created accidentally, organically, or deliberately. The latter is the most difficult. As mentioned above a great idea is to survey your staff & agents, conduct exit interviews, have vendor surveys, and survey the customers and clients of your agents. The best organizations understand their culture and take careful steps to manage, promote, and hire through effect talent acquisition practices. Whether you are intentional with your culture or not it will impact your team's perceptions and the longevity of your success. Take action and your team will follow suit!

