

# T HE DARN THING KEEPS SAGGIN'

The good news: poor work cultures can be greatly improved by effective leadership. The bad news: good cultures require constant nurturing to stay healthy.

Outstanding workplace cultures are not created by company edicts or intermittently delivered inspirational speeches. Great cultures result from a commitment to a potent leadership philosophy (Leadership Principles and Conquering Thoughts in MindSet terms) that is injected into the very bloodstream of the company.

Step one of building a MindSet culture is to find leaders who accept that the responsibility to attract, build, and retain exceptional staff members is theirs; step two is to help those leaders to acquire the skill sets necessary to implement that leadership; and step three is to do it – constantly!

Impacting and maintaining a work culture via leadership is like trying to do sculpture with hot clay – as soon as you turn your back it will start to sag. Effective leaders understand that a focus on providing a healthy culture is not an occasional task to be put on a “to do” list, but rather is an unrelenting responsibility of leadership. Good leaders are always thinking culture – with each interaction, conversation, compliment, hire, termination, promotion, transfer, memo, office assignment, social activity, policy, budget, and story told.



Good leaders understand: **It's the Culture, Stupid.**

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