**Passing on the Business Culture**

Written by Steve Marr
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Every business has a culture of some type.  The most effective businesses determine the type of culture best suited to serving their customers and teach that culture to all employees. One culture does not necessarily fit all organizations. For example, a business that serves customers with one-time transactions may not need to develop a strong relational bond with customers. However, relationship building is critical if your goal is a long-term business interaction.

When an organization believes building strong customer relationships are crucial, effective leaders teach this principle to employees. They train their staff about how to build and maintain relationships and the importance of taking the time and effort to ensure these relationships remain in place.

A takeaway from this verse relating to business organizations is the following principle.  New people coming into the work environment will not automatically pick up on a business culture; they need to learn it.  Management needs to find ways to teach and demonstrate the key components of the culture.

I remember an example from my corporate time about how our organization endeavored to demonstrate the caring culture they wanted their employees to replicate. A key person suffered a heart attack. I stopped by the hospital to visit and also visited in their home a couple of times after discharge. I was not the only person who took the time to visit. Many other organizations would simply welcome the person when they returned to work.

Another example of corporate culture could be a decision to stay on the cutting-edge of technology. Not all organizations should strive to use the most advanced technology. However, some organizations clearly require cutting-edge technology in every aspect of their business. Internet and computer manufacturers are some examples.

A good exercise for a business leader is to think through and inventory the current culture of the organization. If the leader believes there needs to be some changes, strive to alter the culture of the organization. After determining comprehensively what the desired culture is, begin to teach and demonstrate these cultural aspects within the business. Train the entire staff to follow your lead. Over time you will develop the culture that best serves the clients and customers you desire and attracts the best employees.

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