



LIONHEART
LEAD WITH PRIDE

THE LIONHEART LEADERSHIP PLAYBOOK: CULTURE

WINNING LOCKER ROOM

Building A United Team



How many business do you know that proudly proclaim, “we have the best people!”?

Everybody says it. However, if you just bell-curve the human race, we know this is statistically impossible. Which means some businesses just aren't being honest with themselves, if even on a subconscious level.

In my experience, many companies mistakenly equate culture to pizza boxes and ping pong tables. As a result, they miss building out what can be one of the most profound and valuable assets in a business.

A business with an enviable culture enjoys benefits like:

1. The ability to more easily attract and retain the best team players
2. An environment that promotes innovation in how the game is played
3. A loyal fan base to promote the brand and help others hop on the bandwagon

So... What REALLY is Culture?

There's a common saying out there that "Culture eats strategy for breakfast." And while I agree that culture deserves more attention and investment than it typically gets, I believe strongly that this quote would be better served up as, "Culture AND strategy make for a healthy well-balanced breakfast."

Culture isn't the aforementioned pizza boxes and ping pong tables, glossy motivational posters sprinkled throughout the breakroom, or Hawaiian shirt Fridays.

Culture = Accepted behavioral norms. Period.

And it's the foundational asset within any business that leads to a premium valuation.

The Winning Team Workshop is an interactive 1-day experience designed to help you curate an environment that attracts and motivates the right people – true team players that are accountable and committed to the game plan.

What Are Your Pain Points?

- Does your staff come to work because they WANT to, or because they HAVE to?
- Are people regularly doing what they say they're going to do?
- On a scale of 1-10, where do you rate your employee morale? (What would your employees say?)
- Is your team built to win games during the regular season, or is it constructed to win playoff championships, now and into the future?

What Are Your Gain Points?

1. Improved Profitability – Happy people stay, leading to lower recruitment costs and higher productivity
2. More Innovation – Greater engagement leading to more creativity and new ideas that challenge the status quo
3. Greater Efficiency – When people truly own it, there's less time wasted playing the blame game

A neglected culture is such a common pain point for businesses, that this workshop is a necessary and valuable investment to support you in winning YOUR game.

Ready to have your own Winning Locker Room? Join an upcoming Group Workshop or sign up for Private Coaching at bealionheart.com.