

Culture Compounds

The 3-question check for business growth



10%

of UK employees are engaged at work

x4.3

more likely to be engaged when strongly
connected to their culture

23%

most engaged teams more profitable

In a team of 40, what would 4 more fully engaged people be worth to your bottom line?

It's Thursday morning

Your biggest customer is unhappy.

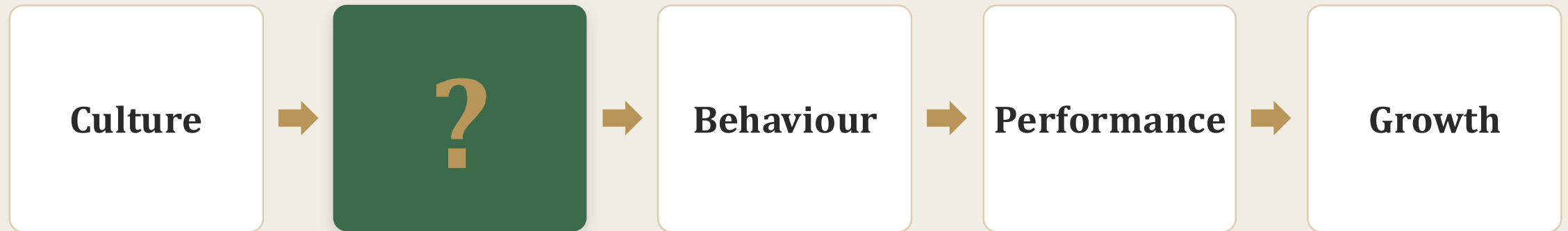
And someone on your team has just made an expensive mistake.

What does your culture look like right now?

Culture is what is **CELEBRATED** and **TOLERATED**

- It isn't what you announce. It's what you allow.
- It isn't perks. It's patterns.
- It isn't what you say. It's what people experience.

Your business can only grow as fast as your people can perform.



Safe, Seen, Supported – 3 questions for growth



Can I tell the truth here?

SAFE enough to speak.



Does anyone see what I bring?

SEEN enough to contribute.



Can I succeed here?

SUPPORTED enough to perform.

**We failed, not once, but twice
And it was the best thing we could have done**

Can I tell the truth here?

WHAT YOUR TEAM WOULD SAY

-  **I can bring bad news upward without it backfiring**
-  **Mistakes get discussed, not hidden**
-  **I can say “I don’t know”**

SAFE

S Stack the dishwasher

☐

A Admit your mistakes

☐

F Fully listen

☐

E Embrace the messenger

☐

Disagree but don't be disagreeable

Does anyone see what I bring?

WHAT YOUR TEAM WOULD SAY

-  It's clear what value I bring
-  I understand how my work matters
-  I am asked what I think

CASE STUDY

Growing fast, losing people, slowing down growth

THE PROBLEM

A marketing agency grew 12 to 55 people in 2 years

- High turnover
- Exit interviews:
- People didn't feel connected to outcomes
- They couldn't see how their work mattered

THE FIX

- Overcommunicated expectations
- Contribution made visible
- Bar setting behaviours
- Turnover dropped significantly

*More than the **WHAT** is the **WHY** it matters.*

SEEN

S Spot threshold moments

☐

E Express appreciation

☐

E Encourage collision

☐

N Name your language

☐

Overcommunicate your listening

Can I succeed here?

WHAT YOUR TEAM WOULD SAY

-  **I have clarity on the business priorities**
-  **I have the tools I need**
-  **I get clear feedback and guidance**

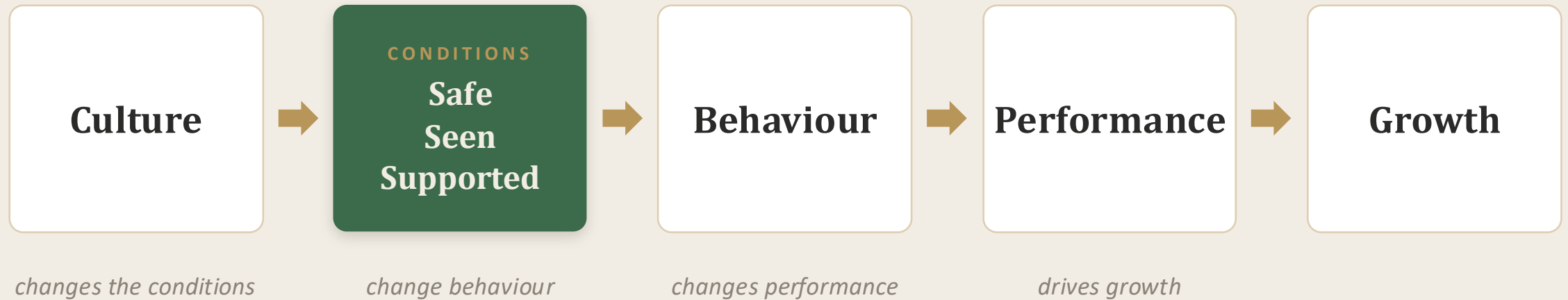
SUPPORTED

S	Set the bar	☐
U	Understand what matters	☐
P	Paint the picture together	☐
P	Protect the standard	☐
O	Offer challenge with care	☐
R	Repeat the message	☐
T	Trust people to deliver	☐
E	Ease the way	☐
D	Develop	☐

Cheerlead and Challenge

CULTURE IS A GROWTH LEVER

Culture is not a nice to have. It is a growth lever.



Culture Audit

Safe

When people disagree, they do it without fear of consequence.

1 2 3 4 5

Bad news reaches me fast.

1 2 3 4 5

Safe total: __ / 10

Seen

I could name what each of my team is trying to get better at right now.

1 2 3 4 5

I ask for perspective before I make up my mind.

1 2 3 4 5

Seen total: __ / 10

Supported

My team has the tools, clarity and resources to do work well.

1

2

3

4

5

I know the biggest source of friction in my team's week, and we work to ease this.

1

2

3

4

5

Supported total: __ / 10

THE RESULT

The score isn't the point. The gap is.

SAFE

__ / 10

SEEN

__ / 10

SUPPORTED

__ / 10

Your culture score: __ / 30 Now circle your lowest pillar.

8–10 Strong
Protect it

5–7 Wobbly
Watch it

Under 5 Your constraint
Fix this first

Small things, repeated, compound. Fix one constraint

SAFE

One question.

SEEN

One conversation.

SUPPORTED

One friction.

**“Find out who you are
and do it on purpose.”**

DOLLY PARTON

Gemma Atkinson



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