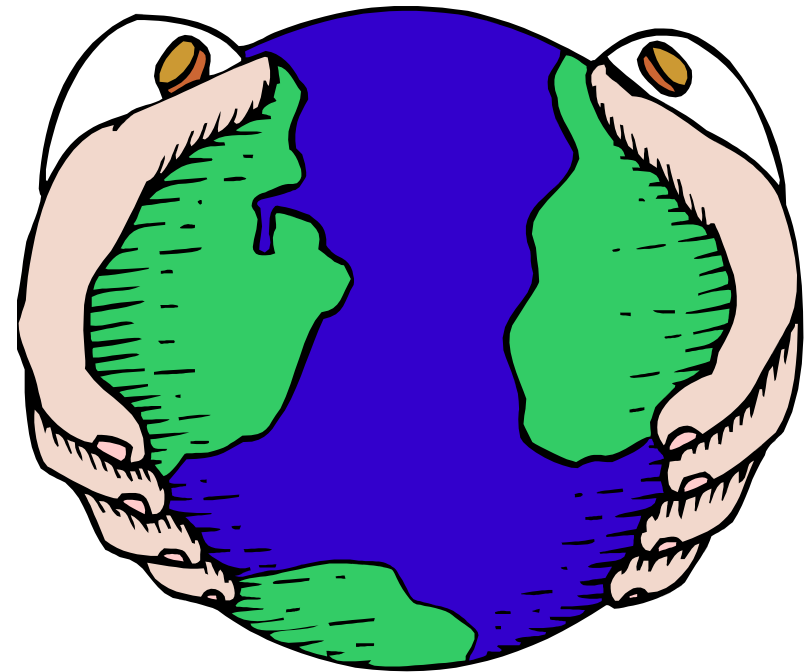




WHAT IS CULTURE



Culture... Sum
of shared values,
beliefs, and
norms of
behavior





WHAT IS CULTURE



- **Values**...Fundamental principles and standards such as integrity or respect
- **Beliefs**...What people hear inside or outside about the organization and perceptions about what leaders are doing and saying
- **Behaviors**...Beliefs turned into action



AN ORGANIZATION'S CULTURE



- **Statements**...Philosophy, Mission, Vision, Values
- **Verbal**...Language, Acronyms, Stories, Legends
- **Nonverbal**...Reactions, Symbols



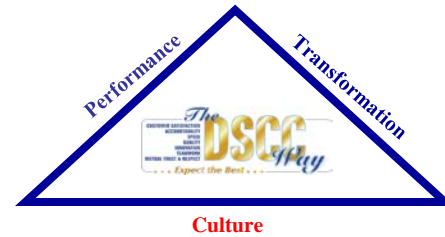
AN ORGANIZATION'S CULTURE



- **Behaviors**...Role models, Training, Teaching, Coaching, Reactions
- **Organization**...Structure, Systems, Processes, Procedures
- **Physical Environment**...Buildings, Space, Accessories

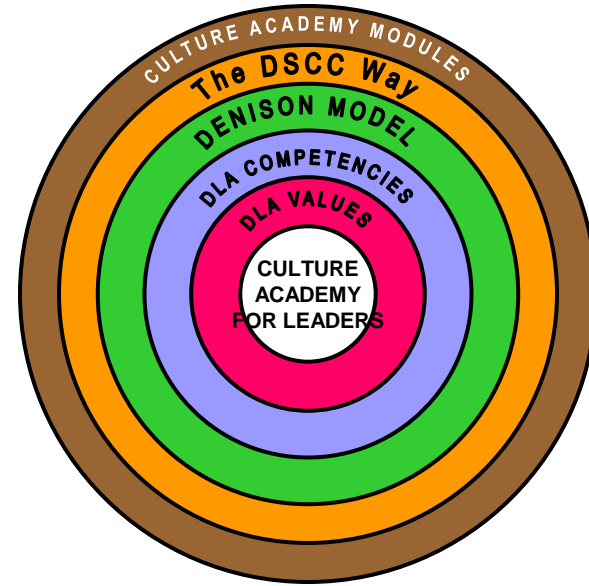


DSCC'S "Wheel of Culture"



Values....People
Service
Excellence
Integrity
Innovation

Beliefs....The DSCC Way
Customer Satisfaction
Accountability
Teamwork
Speed
Quality
Innovation
Mutual Trust
Respect



Behaviors...."Walking The Talk"

Measure....DLA's Competencies
Denison Model

TOGETHER WE CAN MAKE IT HAPPEN



What is Culture ?



- **Values ... Are Fundamental Principles and Standards such as Integrity or Respect**
- **Beliefs ... Are what People Hear Inside or Outside About the Organization and Perceptions About What Leaders are Doing and Saying**
- **Behaviors ... Are Beliefs Turned into Action**



DSCC Way

“Terms of Reference”



- **DSCC Way:** The Vision for Our Evolving DSCC Culture
- **Customer Satisfaction:** Delighting the Customer with Exemplary Service
- **Accountability:** Personal Ownership of Our Actions
- **Teamwork:** All Working Together Towards a Common Goal



Cultural

“Terms of Reference” (cont)



- **Speed:** Urgency in All That We Do
- **Quality:** Doing Our Best, First Time ...
Everytime !!!
- **Innovation:** Prudent Risk Taking on
Behalf of Our Customers
- **Trust:** Earned Confidence
- **Respect:** Recognition of Human Dignity



Key Approaches



- **Communication**
- **Collaboration**
- **Accountability & Responsibility**



TRUST



- Understand the Importance of Trust
- Accept that Trust is the Foundation of a Successful Organization (Team)
- Commit to being Trustworthy



Definition of TRUST



- Trust is a relationship between people.
- Trust is the suspension of disbelief that one person will have towards another person or idea.
- Trust involves having one person thinking that the other person or idea is benevolent, competent / good, or honest / true.
- Believing in the honesty and reliability of others



Team Trust



- Confidence among team members that their peers' intentions are good
- There is no reason to be protective or careful around the group
- Teammates must get comfortable being vulnerable with one another



Why is Trust Important?



- Trust creates understanding
- Creates employee commitment
- Helps teams work together
- The key to enhanced cooperation, information sharing, and problem solving





Personal Attributes of Being Trustworthy



Ability – Perform in a manner that meets expectations

Integrity – Consistency, credibility, fairness, sticking to your word

Benevolence – Honest, open, sharing control



Violations of Trust



- Can damage serious relationships that cannot be restored
- Backstabbing
- Lying
- Unfair Treatment
- Intentional deception
- Broken promises or obligations
- Rude
- Disrespectful Treatment





How to Rebuild Trust



- Take Immediate Action
- Apologize
- Be Sincere
- Be Cognizant
- Provide Restitution
- Restate and Renegotiate
- Reaffirm Commitment



How to Build Trust



- Perform Competently
- Establish Consistency and Predictability
- Communicate Accurately, Openly, and Transparently
- Share and Delegate
- Show Concern for Others
- Establish a Common Name and Identity
- Create Joint Goals
- Promote Shared Values



Thinking of Trust



Trustworthy
Receptive
Understanding
Successful
Togetherness





WELCOME



Ann Bradway

RESPECT



RESPECT



- Understand what respect is
- Accept the importance of showing respect
- Commit to the behaviors of being respectful



RESPECT ...

According to Webster



**Admiration ... sense of
worth or excellence of a
person, a personal quality
or trait**

**To refrain from
interfering with**

**Deference ... to a
right or privilege**

**To show regard or
consideration for**

**To hold in esteem
or honor**



Where Does Respect Come From?



- **Respect is something that is earned. One earns another's respect by voluntarily doing the right things.**
- **Respect is like a boomerang - you must send it out before it will come back to you.**
- **Respect cannot be demanded or forced, though sometimes people mistakenly believe that it can.**



Why is Respect Important?



- **When people respect one another there are fewer conflicts.**
- **When we are respected we gain the voluntary cooperation of people.**
- **Respect is a natural lubricant for teamwork.**
- **We simply feel better when we are respected.**



What Does Respect Look Like?



- It takes someone's feelings, needs, thoughts, ideas, wishes and preferences into consideration.
- It takes all of the above seriously and gives them worth and value.
- It values the person, their thoughts and their feelings.
- It acknowledges them, listens to them, is truthful with them, and accepts their individuality.



How To Be Respectful



- Treat other people the way they want to be treated.
- Be courteous/don't insult people
- Listen to what other people have to say
- Don't judge people before you get to know them
- Ask others "How would you feel if..." before making a decision which affects them
- Voluntarily make changes and compromises to accommodate feelings, desires and needs of others



How to Be Respectful



- **Avoid interrupting people**
- **Solicit and allow feedback and try to understand beliefs, values and needs of others**
- **Give people the opportunity to solve their own problems without underestimating them, in particular:**
- **Avoid telling them what to do**
 - **Avoid telling them what they ‘need’ to or ‘should’ do**
 - **Avoid giving them unsolicited advice, sermons and lectures**