

WHY CULTURE MATTERS

and how to impact it

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Overall outline

Why culture / impact of culture

Outliers

Business

Church

What is culture?

Beliefs and behaviours driven by vision & values

How do we change it?

Personally versus others / leading culture

What does it look like for us?

Let's get practical

In business:

The link between culture & strategy

In church:

Do we have the kind of culture that
makes it easier to fulfil our purpose?

Culture defined

The **beliefs** and **behaviours**
characteristic of
a particular community of people

OR

"The way we do things around here"

Culture defined

Behaviour is the biggest **evidence** of
culture (output – observed externally)

Belief is the biggest **driver** of culture
(input – transformed internally)

Belief shapes culture

...but what shapes belief?

Vision

Draws us together and helps set direction

Bus analogy: Destination

Values

Keeps us together and helps maintain momentum

Bus analogy: Journey

How do we shape culture?

Culture starts with me...

And then I can lead others into the desired culture by modelling & teaching it...

How do I change myself?

Belief drives behaviour, right?

*Do not conform to the pattern of this world,
but **be transformed by the renewing of
your mind.***

Romans 12:2a NIV

Changing our core beliefs (views,
perspectives) **causes us to really change**

How do I change myself?

1. **Head** knowledge (I know it)
2. **Heart** knowledge (I believe it)
3. **Personal culture** (habits) (I do it)

Paul Manwaring

How do I impact communities?

4%

can shift the culture of a community
If they REALLY believe in it, and do it

Malcolm Gladwell, *The Tipping Point*

How do I impact communities?

Leaders are culture catalysts

Be mindful of who you are becoming

An unfortunate analogy...

Are we travel agents or tour guides?
(Yes, I felt it too...)

How do I impact communities?

1. State it simply
2. Cast it convincingly
3. Repeat it regularly
4. Celebrate it systematically
- 5. Embrace it personally**

Andy Stanley

Culture looks like something

**Every member a minister /
Participation before performance**

*That means we might appoint someone
just before they're ready to stretch them*

**High on accountability;
Low on control**
