

PHL|HP Consulting Group

Building & Sustaining High Performing Organizations



A Message From Dr. Philip Levy, Founder & President

I recently read this quote from Robert Reid, CEO of Intacct:
“I used to think that strategy, execution, and culture were a three-legged stool. Now I realize that if you create the best culture, the other two will follow.”

What do you think? Is creating the right corporate culture enough to support long-term growth and sustainability?

I have often spoken about the importance of establishing a corporate culture that engages and empowers your workforce and the positive effects on productivity, loyalty, ownership, creativity, initiative and profitability.

Creating an environment that respects and values staff, facilitates opportunities for participation in the decision making process, encourages risk taking, and inspires and rewards excellence in both good and challenging times is critical to success. While I still believe that a collaborative corporate culture is the most essential element of leadership and the best predictor of success; it is simply not enough!

As we enter the New Year, we must ask ourselves, as leaders, what else can we do to? Here are just a few ideas:

- Hire the right people. People who are self-starters and team players. People who share your values. People who view a challenge as an obstacle to overcome through creativity and teamwork. People who want to make a difference and be part of something “bigger than themselves”.
- Educate them regarding your corporate culture starting with the interview process.
- Train and support those people from the first day of employment. Invest in professional and personal growth.
- Make expectations and standards clear.
- Create systems of accountability.
- Reward excellence and don’t tolerate mediocrity.
- Praise publicly and specifically.
- Ensure that your compensation philosophy and practices reflect a commitment to excellence.
- Be the role model for everything you want your company to be.

In 2015, you have an opportunity to remind your staff of what you and their company stand for; to redeliver “the message”, review your corporate values, and inspire them to greatness. Isn’t that what leadership is all about? To encourage people to dream and exceed their expectations?

One of my favorite stories is when a group of U.S. Senators and Congresspersons were visiting what was then called Cape Canaveral and they encountered a maintenance worker. One of the Senators asked him what he was doing. His response: “I’m helping to send a man to the moon”. He was a part of a team that was fulfilling a nationwide dream. Isn’t this the attitude we want in all of our employees?

What is your dream for 2015? How will you communicate it and engage and inspire others? Create your plan today and your dream will become a reality in 2015.

Wishing you and all of the most important people in your life a very happy, healthy, productive, and rewarding year.

Best,
Phil

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EXECUTIVE COACHING TO OUR MENU OF SERVICES?

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PHL HP Consulting Group at:



Philip@PHLConsultingGroup.com

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