



**THE  
CULTURE  
OF  
EXCELLENCE  
IN BUSINESS**

# CULTURE OF EXCELLENCE

To build teams with  
useful skills and mindsets  
that allow focus on  
creating excellent results.

# 9 CHARACTERISTICS OF EXCELLENT TEAMS

## 1. SPIRIT OF EVANGELISM

- Vision: Is created, communicated, understood and bought.
- Destination in 10years; 50 years.
- Goals: Written, imagined (images).
- Value system is institutionalised.
- Mission mentality.



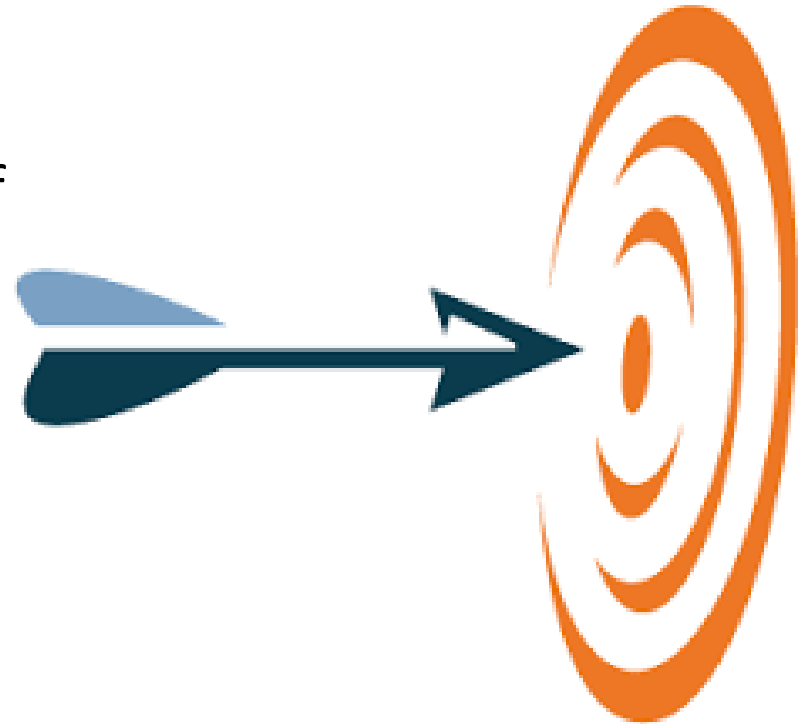
# 2. MOTIVATION AND INSPIRATION

- Clear meaning, purpose, significance.
- Making meaning always better than making money.
- Customer orientation: Creating and keeping.
- Solving customers problems.
- Making customers feel good.



# 3. FOCUS ON HIGH PERFORMING

- Creating roles and goals for High Performers.
- Goals: Roles: Targets.
- Employees are supported on mastery of roles.
- Each employee invariably becomes role experts.
- High performers are nurtured, recognised, rewarded.
- Low performers are trained to join high performers.
- No room for complacency or mediocrity.
- Promotion, hierarchy, status, based on performance.



# 4. CULTURE OF GOOD CHANGE (KAIZEN)

- Change is invited, embraced, celebrated.
- Move from maintenance culture improvement culture.
- Culture of generating ideas for creativity.
- Culture of implementing suggestion schemes.



# 5. SYNERGY

- Collaboration and cooperation.
- Team members help each other to work better.
- No silo mentality or hoarding of expertise.
- Free flow of information and awareness.
- Collaboration is encouraged and rewarded.
- Culture of delegation and empowerment.



# 6. AMBITION

- Culture of Pioneering: Revival and Crusade.
- No surrender to sameness or mediocrity.
- Creating what has never been created.
- Desire to break records, get unprecedented achievements or result.
- They appear to do the impossible.
- Sustainable drive, energy, zeal, excitement (revival).





# 7. LANGUAGE OF UNITY, SOLIDARITY, VICTORY

- Sing choruses, cheering.
- Sing Anthem with vision, values, mission.
- Keep idea bank.
- Keep personal development Library.
- Generate mindset of uniqueness and excellence.
- Uniforms: Team Pride.



# 8. FAMILY AND BUSINESS DELINEATION

- Programmes that bring fun to work.
  - Events, Sibling mentality, Ceremonies.
  - Nurturing friendship and companionship, supportive.
  - They celebrate birthdays, anniversaries.
  - Trust: Freedom to work.
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- Achievement focus: result, gains, customers.
  - Culture of discipline, uprightness, result orientation.
  - Action orientation, do it now mentality.



# 9. THE IDEA BANK

- Involve everyone in Harvesting ideas.
- Generate idea waiting list.
- Convert ideas to action points: To do list.
- Idea midwives to nurse ideas.
- Reward workable ideas (people win the game).
- Encourage creativity and innovation.



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You



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