A PERSONAL OBSERVATION ON CULTURE AND COMMUNICATION

Are You a Culture Leader?

How the way we communicate can reinforce a culture of trust and high performance.

Adapted from an original reflection by Wally Hauck, PhD | Former Communico Owner

How important is a company's culture to its success? When we communicate, are we reinforcing the desired culture or detracting from it? When we speak and act, are we reinforcing a culture of trust and high performance?

Those who have experienced MAGIC® of Customer Relations know that when they use MAGIC®, they are helping to make the organization more successful. MAGIC® gives us a standard for building a high-trust, high-performance culture.

A moment with my granddaughters

I recently visited my granddaughters. One is six and the other is two. I noticed a pattern. Frequently, the two-year-old would be enjoying a toy or having a positive interaction with an adult, and the six-year-old would come over and interrupt. It often resulted in tears.

I asked the six-year-old if she could be a leader instead of an interrupter. Could she help teach the two-year-old instead of interrupting her? Could she teach her the importance of sharing and showing love for each other? Could she be a leader for her little sister rather than become a victim of jealousy?

"I AM NOT A LEADER."

OK, that did not go well. Perhaps I was expecting too much. On the other hand, later that day I noticed a change. The six-year-old was complimenting and supporting her little sister. There were fewer tears and more joy.

The choice we make

We have a choice every time we communicate. We can communicate like a leader or like a victim. It is a choice. This is true every time, not only when we communicate with external customers.

Remember, everyone is our customer: external customers, internal customers, vendors, friends, family members, even those who offend us, and even our enemies. What happens when everyone on your team communicates like a leader? Doesn't it create a more joyful and productive environment?

"We have a choice every time we communicate."

An everyday observation about culture

That simple moment with my granddaughters reminded me that culture is not only something an organization defines. It is something each of us reinforces, one interaction at a time.

MAGIC® of Customer Relations gives us a choice. It is a choice between communicating like a leader or like a victim. It is a choice that creates either joy or stress.

What are you choosing?

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