

The Keys to Creating a Legacy Inspired Culture... (Versus a Personality Driven One)

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BACKGROUND

There are several elements that directly affect and impact corporate culture, and they are aligned with and form the basis of the “Legacy Culture Loop”. Organizational leaders must be willing to invest the time and effort into truly bringing a legacy culture to life through the “Loop” steps. And when this happens, the entire team will be willing to **Protect Their PATCH** at all costs, and by default the legacy is manifested.

MEANING OF THE PATCH:

- P** = Pride in Your Brand & What It Stands For
- A** = Attention to Detail in Every Area
- T** = Teamwork That Spans the Entire Organization
- C** = Clarity in Vision, Mission Purpose & Values
- H** = Honor by Representing Your Brand in Integrity

Protecting Your PATCH creates a solid foundation for leaders to create their legacy inspired culture blueprint, and allows the organization to live that culture instead of culture being a bunch of words that are on a plaque or simply exist in an employee handbook.

LEGACY CULTURE LOOP

The Legacy Culture Loop is a defined process that includes the important steps of:

- Create
- Build
- Examine
- Reinforce
- Protect
- Reassess
- Repeat



**PROTECT
YOUR PATCH**

AT A GLANCE CHALLENGES

- Identifying how culture is currently perceived across the organization
- Creating a roadmap to transform the current culture into the desired, legacy one
- Develop a strategy to effectively & efficiently communicate and implement the roadmap for maximum impact



DR. MIKE SMITH
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“We help you discover the path to get back to basics and redefine your culture so you can recreate your legacy.”