Protect Your

PATCH

5 Keys to Creating a Legacy Inspired Culture

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When we talk about your organizational or corporate culture, what are some of the first images that come to mind?

If we asked your employees what words they would use to describe the company culture, would you be proud of their statements or shocked by them? What do you honestly believe would be the results of a customer survey if they were asked to share their perception of your corporate culture? Do you live by the culture you strive to create, or is your culture just made up of words that are part of an on-boarding document or an employee handbook?

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 of create, build, examine, reinforce, protect, then reassess & repeat. When this happens, the entire team will be willing to **Protect Their Patch** at all costs, and by default the legacy is manifested.

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Protect Your PATCH

5 *Keys to Creating a Legacy Inspired Culture*

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**