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Perspectives on Corporate Culture In a Difficult Market

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Definition – Corporate Culture



The Values, Beliefs, and Behaviors that determine how a company's management and employees interact:

- **Internally – with each other (Co-workers and Colleagues);**
- **Outward Facing - with Clients and Customers, Suppliers and other Organizations.**

Positive Corporate Culture produces:

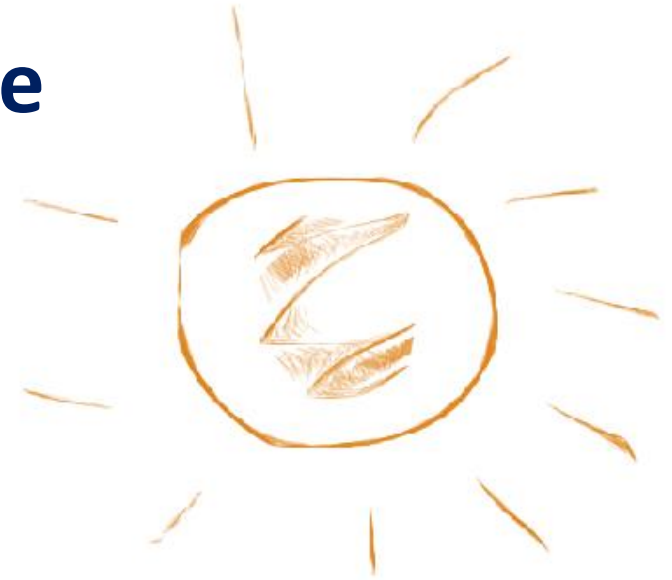
**Happy, motivated,
productive, effective
Employees**



**Satisfied Clients
who are pleased to
recommend your
Company to others**

**Customers will never love
a company until the
employees love it first.**

- Simon Sinek



Positive Internal Corporate Culture:

- **Teamwork – toward shared goals**
- **All Employees Respected and Valued**
- **Everyone has a voice (encouraged to contribute ideas, suggestions, etc.)**

Positive Internal Corporate Culture:

- **Exceptional Performance Publicly Acknowledged**
- **Exceptional Performance Financially Rewarded**
- **Energy, Enthusiasm, and (yes) Fun**
- **OPTIMISTIC – Able to see opportunities where others see problems.**

Positive Outward Facing Corporate Culture

- ➔ **EACH CLIENT HIGHLY VALUED AND HIGHLY APPRECIATED!**
EACH CLIENT RECEIVES OUR VERY BEST SERVICE
VIEW CLIENTS AS PEOPLE, NOT COMPANIES
- ➔ **LISTEN** TO OUR CLIENTS, TO REALLY UNDERSTAND THEIR PRIORITIES,
And NEEDS, And HOW WE CAN BEST BE OF SERVICE
- ➔ Look to build **Long Term Relationships** based on TRUST that is EARNED.
- ➔ **STAY ALERT FOR OPPORTUNITIES** TO PROVIDE ADDITIONAL SERVICES
Balanced by Clients' Best Interests: Never sell them something they don't need.
- ➔ **BE GRATEFUL:** This is our Attitude (We know clients have other options.)

Some Areas of Focus During Economic Crisis

➤ **Get Better:**

Improve at Everything your Company Does.

Challenge each person on the team to do his/her job just a bit better!

➤ **Strengthen Internal Relationships:**

Create a real team!

➤ **Strengthen Client Relationships:**

Go and visit your clients

➤ **Grow Market Share:**

Keep service quality high and prices flexible



For Managers and Leaders

Company Leaders (Managing Director, Directors, Managers & Team Leaders) are responsible for Corporate Culture.

- How you treat your team – is how they will treat their colleagues and your clients.
- Show your company your Best Self every day!
- Be positive and optimistic!
- Encourage, Help, and Teach.
- Run to problems – NOT away from them!!!



1. Know your Team/Employees: Capabilities, Strength and Weaknesses



- Who are your exceptional performers?
- Which employees are always ready to help their colleagues?
- Which ones run to problems?
- Which ones need to improve performance?
(be ready to Help, Coach, Teach)
- Who needs to GO? (poor skills, bad attitude, etc.)

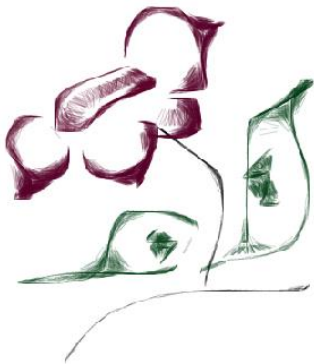
2. Treat your team like they are winners!



The higher your expectations and opinion of your employees - the higher their performance.

If you expect them to be average - they will meet your expectations.

If you treat your team like champions it is most likely they will perform like champions.



Thank you!

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