



Five Attributes of the Culturepreneur



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When your culture is aligned with your strategy, and your leaders are aligned with your culture, you will see enormous engagement from team members – and exceptional results!

High performance teams and cultures require a new type of leader, what we at Waterstone Human Capital call a culturepreneur.

Culturepreneurs put culture first and recognize that the way in which they lead must be directly aligned with the culture they want to intentionally craft in order to bring out the best in their people and to achieve exceptional results for the organization.



Psychological
Safety



Accountability



Meaning



Impact



Continuous
Learning

Clarity of vision and leadership communication

Learn more about the five attributes of the culturepreneur with Waterstone's [Building High Performance Teams and Cultures program](#).



Psychological Safety

High performance cannot be achieved and sustained without a psychologically safe environment. Psychological safety is more than an environment based on trust, it requires that leaders enable their team members to demonstrate the candor, accountability, respect, and interpersonal risk taking that are essential to performance.

Assess the degree of psychological safety within your team

Answer yes, no, or sometimes to each of the following questions:

- It is normal/expected to spend time discussing different points of view on my team.
- Differing and even dissenting opinions and ideas are welcome on my team.
- Questions are just as common as statements on my team.
- Team members speak up when they disagree with a decision, or have questions or concerns.
- We openly talk about mistakes for the purpose of learning.
- My team members give each other feedback.

If you answered no or sometimes, that's an area that needs your attention.



Accountability

Accountability occurs when leaders create a collaborative and co-operative environment where team members are empowered to be proactive and to look for opportunities to contribute to the team and to the organization's success. It is an environment where team members demonstrate the commitment and integrity required to achieve high performance.

Assess the degree of accountability within your team

Answer yes, no, or sometimes to each of the following questions:

- Team members are empowered to solve problems and make decisions.
- If we were all asked to list our team priorities, our lists would be similar.
- We pull together in the same direction towards a common goal on our team.
- We have strong, agreed upon beliefs, about how to achieve success.
- Our roles are clearly defined and respected by all team members.
- Team members look for opportunities to contribute and enhance our team's performance.
- Team members take the initiative to put forward ideas and concerns.

If you answered no or sometimes, that's an area that needs your attention.



Meaning

Studies show that when people believe their work matters, they are four times more likely to be engaged, far more motivated, learn faster, and more fulfilled. This requires that leaders actively seek to understand what is most meaningful to each of their team members and then align each team members' individual desire for purpose in their work with the organization's purpose, vision, and strategy.

Assess the degree to which you understand what is most meaningful to each of your team members

Answer yes, no, or sometimes to each of the following questions:

Do you know:

- What a great day at work looks like for each of your team members?
- What matters most to each of your team members at work?
- What kind of impact they want to make in the organization?
- What motivates, empowers, and drives each of your team members?

Do your team members know:

- The difference they make to the organization?
- How they contribute to the organization's vision?
- That their contributions matter and are valued?

If you answered no or sometimes, that's an area that needs your attention.



Impact

Impact is about meaningfully recognizing and appreciating team members for their contributions and effort, as well as for the outcomes they achieve. When leaders connect team members to the impact they have on success, team members know their work is valued and as a result productivity, engagement, and motivation are significantly increased.

Assess the degree to which appreciation and recognition are a part of your team's culture

Answer yes, no, or sometimes to each of the following questions:

- Do you know if your team members feel valued and appreciated?
- Do you look for opportunities to show appreciation for the effort and contributions your team members make, as opposed to just the outcomes?
- Do you know how your team members want to be recognized and appreciated?
- Do you celebrate both team and individual successes?

If you answered no or sometimes, that's an area that needs your attention.



Continuous Learning

When leaders foster continuous learning, team members are able to embrace discomfort and agility, and to operate with the ambiguity, flexibility, and risk-taking that is required to thrive in today's work environment.

Assess the degree to which continuous learning and improvement occurs within your team

Answer yes, no, or sometimes to each of the following questions:

- Risk taking for the purpose of innovation and continuous learning is encouraged.
- We create opportunities to share learning, including learning from mistakes.
- We intentionally debrief throughout and after every project for the purpose of continuous improvement.
- We make a conscious effort to think differently and try new ideas.
- We challenge the status quo.
- Questions are just as common as statements on my team.

If you answered no or sometimes, that's an area that needs your attention.

Building High Performance Teams and Cultures

When your leaders have the awareness, tools, and strategies to actively demonstrate the Five Attributes of a Culturepreneur, you will see significant improvement in the level of employee engagement and productivity, the strength and effectiveness of your teams, and ultimately the performance of your organization.

Waterstone's Building High Performance Teams and Cultures program is based on over 30 years of research in leadership, team, and organizational performance. This three-module leadership development and change management process is designed to provide leaders with everything they need to put culture at the centre of strategy, build high-performance teams, and take their leadership effectiveness and their

organizations to the next level.

Delivered virtually or in-person over the course of three to five months, Building High Performance Teams and Cultures is a tailored and highly interactive experience that gives your leaders the tools, focus, and skills they need to demonstrate the five attributes of the culturepreneur - attributes that are proven to make the biggest difference in the building of high-performance teams and cultures.

Find out more at www.waterstonehc.com

For more information:

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