



The Underpinning of High Performance

“You must be the change you want to see in the world.”

Mahatma Gandhi

Why is culture such an important component of developing high performance?

Every organisation and team develops its own unique culture based on a set of rituals, myths and values that become part of the story told and lived by its people. If these inspire and motivate, if they build great synergy and alignment of intent and purpose, then magic can happen and exceptional performance can be achieved.

What are some generic cultural issues that adversely effect performance?

Evidence from several studies in organisational culture suggests that the two main causes of low performance are poor leadership and poor internal relationships. Another involves senior management teams overly pushing and challenging although often without clear vision or direction. As early as 1959 Herzberg had identified a two-factor theory of motivation, the difference between hygiene factors such as pay and conditions and motivational factors such as achievement and recognition, which are both required for a successful culture.

Many people feel disengaged because they are bored and under utilised or they are anxious through being pushed too far outside their comfort zones without appropriate support.

With so many factors involved how does an organisation or team develop a culture of high performance?

Hygiene factors and internal processes such as performance management and reward and recognition impact the culture of an organisation. However, in building a culture for high performance, the most important element is that leaders create an environment that encourages individuals and teams to flourish. This means they need to take care of psychological factors such as safety and security and a sense of belonging while also addressing higher levels of motivation, self-realisation and self-actualisation.

They also need to engage everyone in the organisation in shaping the culture. This will include discussion and agreement of vision and values, acting as a role model and providing the right framework, where all leaders, managers and employees live their values everyday and clearly demonstrate them through their behaviour.



What is the process for enhancing or changing a culture?

At Developing Potential we share a robust process with our clients, where we work in partnership to analyse and assess current culture, identify what is required and develop a bespoke programme to deliver agreed objectives and measures of success.

As part of our toolkit we use our own VEGA model of cultural alignment, which involves the development of shared vision, values, goals and actions that lead to a culture for high performance. We also develop appropriate leadership capabilities and address formal processes and informal myths, stories, routines and rituals to create new ones that underpin the required cultural paradigm.

We support the long-term development of a sustainable high performance culture.

Business Benefits of our approach include

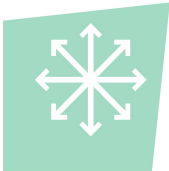
- Creating an environment where people flourish, improving employee motivation, productivity and performance.
- Developing a culture suited to the needs of the organisation or team.
- Encouraging leadership behaviours that develop the required culture.
- Engaging people and enhancing motivation within an organisation or team.
- Ensuring that psychological needs are met for individuals and the organisation.
- Creating a positive environment that supports recruitment, retention and talent development.
- Delivering a high performance culture that adds directly to your bottom line.

To find out more about cultural development and the benefits of our approach please call +44 (0) 20 3303 0496 Or E-mail enquiries@developingpotential.co.uk





Leadership Development^{cp}



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