

# **How Culture is Shaped and Communicated**

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# Understanding the Core Values of the Workforce Generations



# **Gen Xers and New Millennials have new attitudes and values.**

- **Work ethic is not 10 hours per week**
- **Excellent competence in new and existing technologies**
- **Tenuous, if not non-existent loyalty to any organization – loyal to direct supervisor**
- **Changed priorities for lifetime goals**



# **Culture is shaped and communicated.**

- **Clear, straightforward LANGUAGE**
- **Don't assume anything**
- **Celebrate success**
- **Define ROLE, not JOB for meaningful reasons**
- **Spend time getting to know your people**
- **Be a LEADER not a friend**
- **Character counts**



- ***Anticipate the expectations of the younger workforce***
- ***Develop a plan for personal growth and development for each employee***
- ***Ask them...strengthen relationships through feedback***
- ***Make it their own***
- ***Strategies for empowerment and ownership***



# Leave a Mark

*“Proper management of the work lives of human beings, of the way in which they earn their living, can improve them and improve the world and in this sense be a utopian or revolutionary technique.”*

*- Abraham Maslow*



## Self-Actualization

- *Self-esteem and work*
- *Meaningful work*

## Synergy

## Enlightened Management

- *Anticipate*
- *Surprise*
- *Details matter*
- *Community volunteerism*  
*- corporate social responsibility*



# Spirit Filled Places and Energy

*"Our world is set up in such a fashion that good thinking and good writing are almost entirely logical, structured, analytical, verbal, realistic, etc. But obviously we need to be more poetic, more mythical, more metaphorical, more archaic in the Jung sense...."*

*"What is it about intellectual meetings, scientific journals, organizations that make certain kinds of truth and certain kinds of expression not suitable or appropriate?"*

*- Abraham Maslow*



# How to Integrate Towards the Future

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**Memorandum on the Redefinition of**  
*Profit • Costs • Money*  
*Economics • Human Assets*  
*The it of it!*



# Practical Application

## Shaping Culture

Who is your audience

*History • Value • Flexibility factors*

Applications to all business functions

*HR • QR • Parent Relations*

Key – Pick top 5



# **Communicating Culture**

**Leaders on the Ground**

**Crisply trained and clearly defined**

**Programs, Rewards,  
and old-fashioned FUN!**

**Parents as Partners**



**Above all...**

**CULTURE is the Key!**

