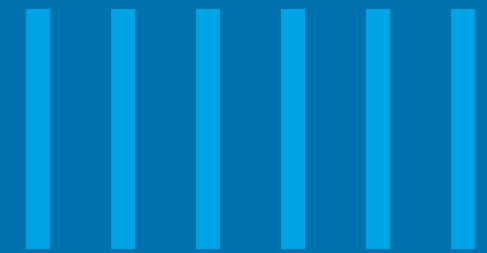
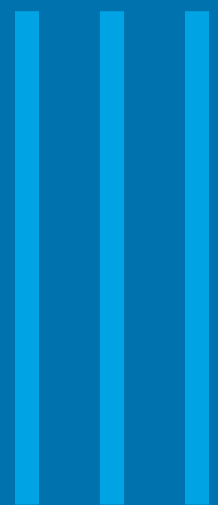




NRHA

**All-Industry
Conference**

The Tools You Need to Improve Your Culture





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NRHA

Culture Impacts:

Employees

Customers

Business

HOW A POSITIVE COMPANY CULTURE IMPACTS YOUR EMPLOYEES:

- ✓ Improves employee overall satisfaction
- ✓ Improves employee engagement, motivation & performance
- ✓ Improved retention & attracts the right people
- ✓ Provides you a differentiator and competitive advantage
- ✓ Cultivates employees into brand ambassadors

WHY A POSITIVE COMPANY CULTURE IMPACTS YOUR CUSTOMERS & THE BUSINESS OVERALL:

- ✓ Helps consumers understand the brand – your culture is your brand
- ✓ Happier Customers
- ✓ Impacts financial performance
- ✓ Supports the strategy of your business
- ✓ Nurtures an innovative atmosphere and allows you to adapt quickly

TOOLS/RESOURCES THAT ARE AVAILABLE AND WHY THEY ARE EFFECTIVE.

- Step 1: Evaluate Your Current Culture
- Step 2: Prepare the Leadership Team to Understand and Embrace Culture
- Step 3: Improve Communication
- Step 4: Focus on the Employees
- Step 5: Create a Development Plan

STEP 1: EVALUATE YOUR CURRENT CULTURE

- Determine what aspects you like and don't like
- Give culture building the effort it deserves
- Stay true to your values and mission
- Don't be afraid of criticism
- Prepare for potential roadblocks

STEP 1: EVALUATE YOUR CURRENT CULTURE

- Learn from your network
- NRHA Roundtables
- NRHA TeamBuilder Program

STEP 2: PREPARE THE LEADERSHIP TEAM TO UNDERSTAND AND EMBRACE CULTURE

- Embrace Transparency
- Promote Authentic Leadership
- Share the vision and goals
- Set clear expectations
- Observe work performance
- Provide the best tools
- Onsite DiSC training of ownership group and management team
with NRHA TeamBuilder

STEP 3: IMPROVE COMMUNICATION

- Communicate with Purpose
- Give and solicit regular feedback
- Provide tools to better understand your own personality style and the style of others
- Everything DiSC Assessments with webinars or onsite trainings

STEP 4: FOCUS ON THE EMPLOYEES

- Create connections with your employees
- Provide clear direction
- Hold team members accountable that aren't doing their jobs
- Recognize and reward valuable contributions
- Practice flexibility
- Promote a team atmosphere

STEP 5: CREATE A DEVELOPMENT PLAN

- Create a plan and a path for everyone to keep growing and developing
- Training Courses on NRHA.org
- Train the Trainer Guide
- Trainers Toolbox
- Additional Tools & Guides

STEP 5: CREATE A DEVELOPMENT PLAN

- Encourage Professional Development
 - Network in your local community
 - Foundations of Leadership
 - Retail Management Certification Program
 - NRHA TeamBuilder

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