


10 Steps to Grow Your Business Step 8: Create a Culture

On Demand

Seminars 

with...**the Sloan Brothers**  
Co-Founders and Head Coaches of  
StartupNation



Jeff

Rich



[www.startupnation.com](http://www.startupnation.com)

Sloan Brothers

On Demand

## Step 8: Create a Culture

Seminars

### Seminar Overview:

Some growth strategies are obvious and have immediate and tangible results. Others, like creating a culture, are “softer” or have more indirect results, but still are extremely important as you try to make your organization more dynamic, more productive, and more profitable.

### In this seminar you will learn about:

- Defining and displaying goals
- Finding and applying “best practices”
- Having all team members take ownership
- Creating a social agenda
- Integrating your culture in all you do
- Giving employees incentive



[www.startupnation.com](http://www.startupnation.com)

## Step 8: Create a Culture

## On Demand Defining and Displaying Goals

Seminars



When your team buys in to a set of goals, it takes the business to a whole new level.

- Establish quarterly vs. annual vs. long-term goals
- Goals for the company AND goals for the individual
- Ensure team support for—and “ownership” of—goals
- Consider emblazoning goals where all can see
- Have regular check-ins to measure performance
- Create rewards for achievement of goals



[www.startupnation.com](http://www.startupnation.com)

Defining and Displaying Goals

On Demand

Seminars



## Find/Institute Best Practices

Do you revere any entrepreneurs or companies out there – ones after which you'd like to model aspects of your business? Learning what the best of the best do to get results can help you get your business kicked into high gear.

- Search for info on exemplary companies in your space or in completely different markets altogether
- See how their techniques could give you added lift in your business
- Draw on mentors/advisors for their wisdom



[www.startupnation.com](http://www.startupnation.com)

Find/Institute Best Practices

**On Demand**

Seminars



Get Everyone to Take Ownership

Stamp out the punch-in, punch-out mentality by bringing out the “owner” in everyone associated with your business

- Employees
- Vendors
- Service providers
- Customers



[www.startupnation.com](http://www.startupnation.com)

Get Everyone to Take Ownership

On Demand

Seminars



## Create a Social Agenda

To add meaning and passionate spirit, make the work mean even more by creating a social agenda for the business.

- Know that your work benefits you but also others
- Stimulate core passion for “a cause” that underlies the effort expended



[www.startupnation.com](http://www.startupnation.com)

Create a Social Agenda

## On Demand Integrate Your Culture in All You Do

Seminars

Your company's culture is a living, breathing aspect of your business. It should be integrated into all activities.

- Broadcast your culture to your customers
- Advertising, press releases, customer experience, product mix, social agenda, branding elements



[www.startupnation.com](http://www.startupnation.com)

Integrate Your Culture in All You Do

On Demand

Seminars



## Give Employees Incentive

Make sure that the people who work at your company know they'll be rewarded for good work and hard work.

- Incentives include non-financial things and financial rewards as well
- Tie in the company and individual goals
- Help people who work for the company feel the rush of entrepreneurship – the pride, the triumph, the thrills



[www.startupnation.com](http://www.startupnation.com)

Give Employees Incentive

## On Demand **To grow your dream business**

Seminars

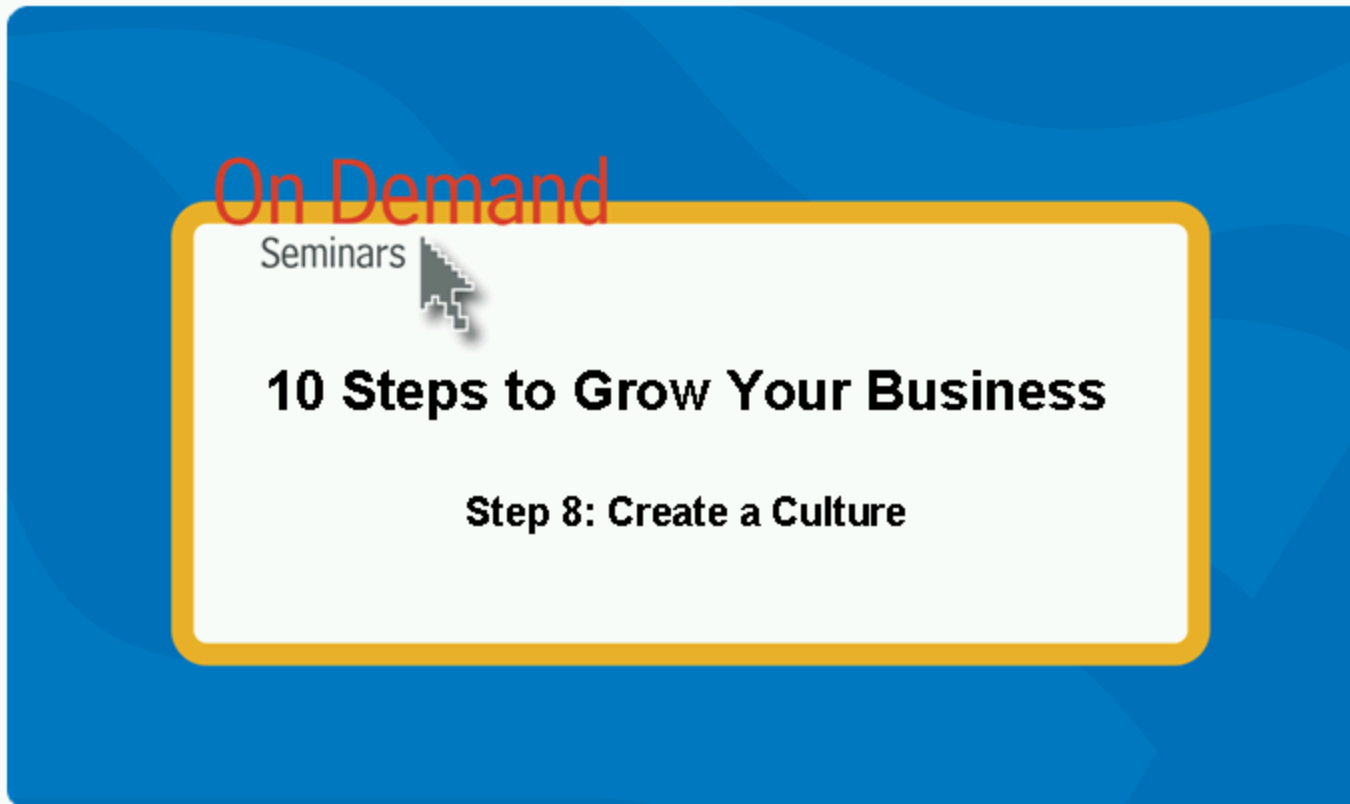
Visit [www.startupnation.com](http://www.startupnation.com) to:

- ➔ – **Search for articles and blogs**
- ➔ – **Ask questions, get answers**
- ➔ – **Listen to fun (but smart) podcasts**
- ➔ – **Meet potential customers/partners**
- ➔ – **Be part of the world's most exciting online community of entrepreneurs**



[www.startupnation.com](http://www.startupnation.com)

To grow your dream business



10 Steps to Grow Your Business Step 8: Create a Culture