

Developing Your Corporate Culture

by Barbara Wentroble

Identifying your core values gives others the opportunity to recognize that they may have similar distinctive. This allows them to understand the corporate culture of your organization. Someone recently shared with me about her experience while viewing our website. During her hospitalization, she read the core values we listed and realized the impact that these values make on people aligned with our organization. She understood that this is a group of people who share the same vision of how things are done in a way that benefits every person in the organization. Knowing the values of the organization caused her to want to be aligned in a stronger way.

Your corporate culture is only as strong as the energy you use to promote your core values. Keep those values at the forefront of each of your endeavors. State these values often. Explain why you emphasize these values. Now, watch your people mesh together for corporate success!

Barbara Wentroble is the founder of International Breakthrough Ministries and the author of several books, including Prophetic Intercession.