

Four Benefits of an Inspired Workplace Culture

Our people were always important in our business but it was not until 1989 that I got intentional about it.

For years, I had focused on:

- Strategies
- Wing-dinger, innovative service offerings (I was “Mr. Idea Man.”)
- And having efficient, smooth-running operations through rules, policies and bureaucratic procedures.

You see, I was going after predictability and performance (results); I was focused on strategy.

In 1987, I got intentional about focusing on our people, over and above any policy, system or strategy. I was beginning to learn what management guru Peter Drucker already knew.

“Culture eats strategy for breakfast.”

—Peter Drucker

I began to understand that if I had a culture focused on our people, they helped me pursue and achieve the financial results I was looking for.

I also began to see each individual as not just an employee but as a creation of Christ.

“For we are God’s handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do” (Eph. 2:10, NIV).

I learned when I began to have our people participate in decisions, created a family atmosphere and helped develop them, they gave back in ways I did not anticipate. They

responded with –

- Loyalty
- Mutual trust
- Teamwork
- Commitment

Every leader can appropriately focus on culture if they understand the following four benefits of an inspired organizational culture.

An inspired organizational culture:

Attracts high-performing people (and keeps them)

A strong, positive culture can be your best form of marketing. Top performers gravitate to organizations where they can contribute and feel appreciated. A strong culture broadcasts a message of opportunity to best-in-field people.

Creates a united team

An inspired workplace culture draws your people together in pursuit of common goals and outcomes. This creates a cohesiveness and unity that enables your team to effectively respond to difficulties and capitalize on new opportunities.

Click [here](#) to read the remaining benefits on . {eo}

Bobby Albert started his leadership journey as the young president of his family's 5-person business. That small business became a 150+ person organization that he eventually sold to a publicly traded company. He spent decades learning how (and how not) to lead and motivate his people. Bobby coaches and guides Christian business leaders, encouraging them to engage their minds and their hearts to improve their effectiveness. Bobby uses biblically-based principles and practices to tackle the everyday challenges faced by today's leaders.

Read articles like this one and other Spirit-led content in our new platform, CHARISMA PLUS.