

4 WAYS TO BOOST CULTURE BY BUILDING LEADERSHIP

They say culture eats strategy for lunch—and they're probably right! A recent study found that culture is a major factor in an organization's success or failure.¹ But as organizations focus on staying current with technology, culture is being left behind. Research at Zenger Folkman shows that **developing leaders is one of the most effective, long-lasting ways to improve culture**. Here are four ways to improve your leadership development.



When initiated in 1955, companies on the Fortune 500 list had an average **life expectancy of 75 years**.

Today it is **14.5**.



1

BUILD DEVELOPMENT INTO WORK

Daily work and development need to be brought together in closer alignment—they are not competing activities!



2

INVOLVE MANAGERS IN DEVELOPMENT

Leaders with very supportive managers were **more than 2x as likely to feel they had improved** than leaders with unsupportive managers.



4

BUILD DEVELOPMENT INTO HR SYSTEMS

Competencies to develop shouldn't stay in the classroom—they should be embedded into selection, on-boarding, and performance management.



3

INVOLVE A CRITICAL MASS

A minimum of one-third to half of all leaders must be actively engaged in development to ensure culture change is self-sustaining.

Today, more than ever before, companies need a leadership booster shot to overcome organizational obsolescence. Culture changes when the organization is transformed, and leaders are critical in reshaping the organization. Change isn't going to wait. Neither should you.

Learn additional ways to develop your leaders and boost company culture.

<http://bit.ly/2BbnCvR>



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¹ Kotter & Heskett, "Corporate Culture and Performance."