

# COMPOUNDING PHARMACY OWNER \* \$ SUMMIT

## **Culture is the (HEPA-Filtered?) Air You Breathe**

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**President**

*Ottum Enterprises, LLC*

# A Little Background...

- **Author, Speaker, and Consultant**
- **30+ year career in business and personal development**
- **25+ year career as a business consultant**
- **In my 20<sup>th</sup> year in my own firm, Ottum Enterprises, LLC...**
- **Assisting other Compounding Pharmacies and medical professionals for over 10 years**
- **Education...**
  - Bachelor's in secondary education...
  - Master's in Organizational Management...
- **Author of “Live from Strength” and “Lead from Strength”**
- ***Lead from Strength*<sup>™</sup>: A unique approach to extraordinary success as a business and leader**
- **Developed *The Business Growth Challenge*<sup>™</sup> to guide business owners to achieve that success!**



# What You Will Learn Today...

- **The Why...**
  - Why Developing the RIGHT Culture is Critical Air You Breathe in Today's Business Environment
- **The What...**
  - What is Organization Culture...
  - The Foundation of Culture (The HEPA Filter): Organizational Values
- **The How...**
  - How and What to Assess in Your Current Culture
  - How to Define and Develop the RIGHT Culture

# Your Takeaways...

- Access to tools for assessing and defining your culture...
- A checklist process to building the RIGHT culture...

# The Why...

## A Positive Culture Attracts Top Talent

- **Gallup: Culture Wins by Attracting the Top 20% of Candidates**
- **LinkedIn: After compensation, the top three considerations of candidates were culture related: Balance, Flexibility, Upskilling**

# The Why...

## Culture Impacts Performance

- **Gallup:** “Happy employees are 12% more productive, and highly engaged business units achieve a 10% increase in customer metrics and a 20% increase in sales.”
- **MIT:** “Companies that invest in the right experience for their people... tend to outperform their competitors. On average they deliver 19% more growth in revenue than their competitors and have 15% more profit.
- **Quantum Workplace:** “66% of employees say their culture positively impacts their work and behavior everyday.”
- **Quantum Workplace:** “66% of executives believe culture is more important than an organization’s business strategy or operation model.”
- **Gallup:** 85% of employees are disengaged at work—the equivalent of \$7 trillion in lost productivity.

# The Why...

## Culture Impacts Retention

- MIT's report found that a toxic culture was 10.4 times more likely to cause resignation than even an employee's dissatisfaction with compensation.
- One in five respondents to a 2019 Society for Human Resource Management survey reported leaving jobs altogether due to toxic workplace environments.
- Another 49% of respondents considered leaving a job due to a negative culture.
- The Great Resignation: The United States experienced record-high job quit rates throughout 2021. US Bureau of Labor Statistics
- "They're leaving to reassess why they work in the first place and how work fits into their life and goals." Beehive Strategic Communications

# According to Culture Partners, employees want to know...

How will work add meaning to my life?

How will work make me feel connected to something bigger than myself?

Will work make me feel whole?



“These days candidates are looking for companies that will value their whole selves and provide support in achieving work-life balance.”

Jennifer Shappley  
VP of Global Talent Acquisition at LinkedIn

# The What...

## Some Cultural Truths...

- You already have an organizational culture!
- The question is... “Is it the right HEPA-Filtered air you breathe?”
- There is no **RIGHT** culture, only the culture that is right for your business!



# The What...

## What Culture is NOT

- About “feelings”
- Ping-pong tables
- Snacks in the breakroom
- Unlimited PTO
- Or other “things”



# The What...

## What is Organizational Culture?



According to Quantum Workplace...

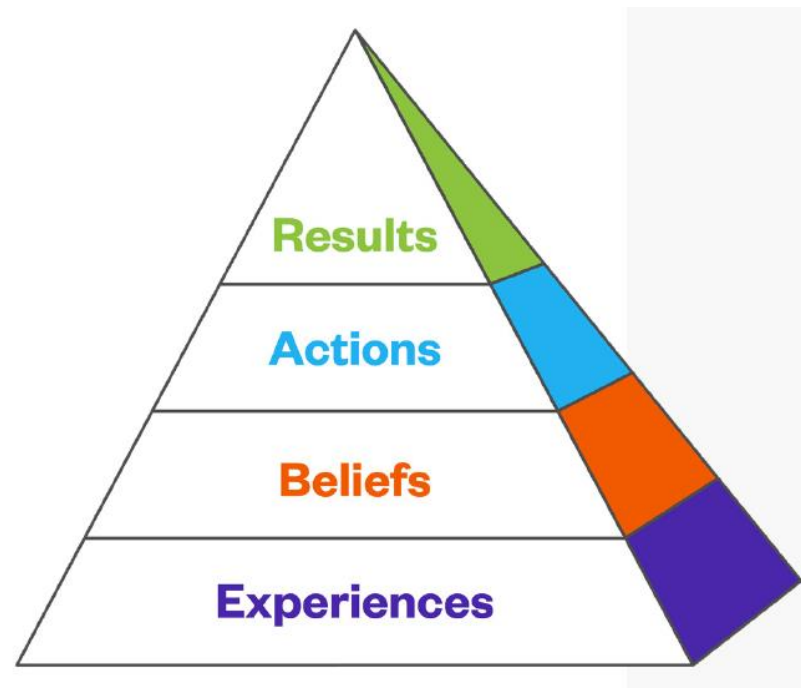
“Culture is really about the day-to-day details of how work gets done.”

# The What...

## What is Organizational Culture?

### According to Culture Partners...

“Workplace culture is the experiences that shape employee beliefs, which in turn drive actions and results.”



# The What...

## Organizational Alignment: How Culture Fits Into The Organization

Culture Partners: Workplace culture is the foundation on which company goals and results are built.



# The Foundation of Culture: Values

**“It's not hard to make decisions when you know what your values are.”**

**Roy Disney**

**“The ability to subordinate an impulse to a value is the essence of the proactive person. Reactive people are driven by feelings, by circumstances, by conditions, by their environment. Proactive people are driven by values - carefully thought about, selected and internalized values.”**

**Stephen Covey**

**Defines how you make DECISIONS...**

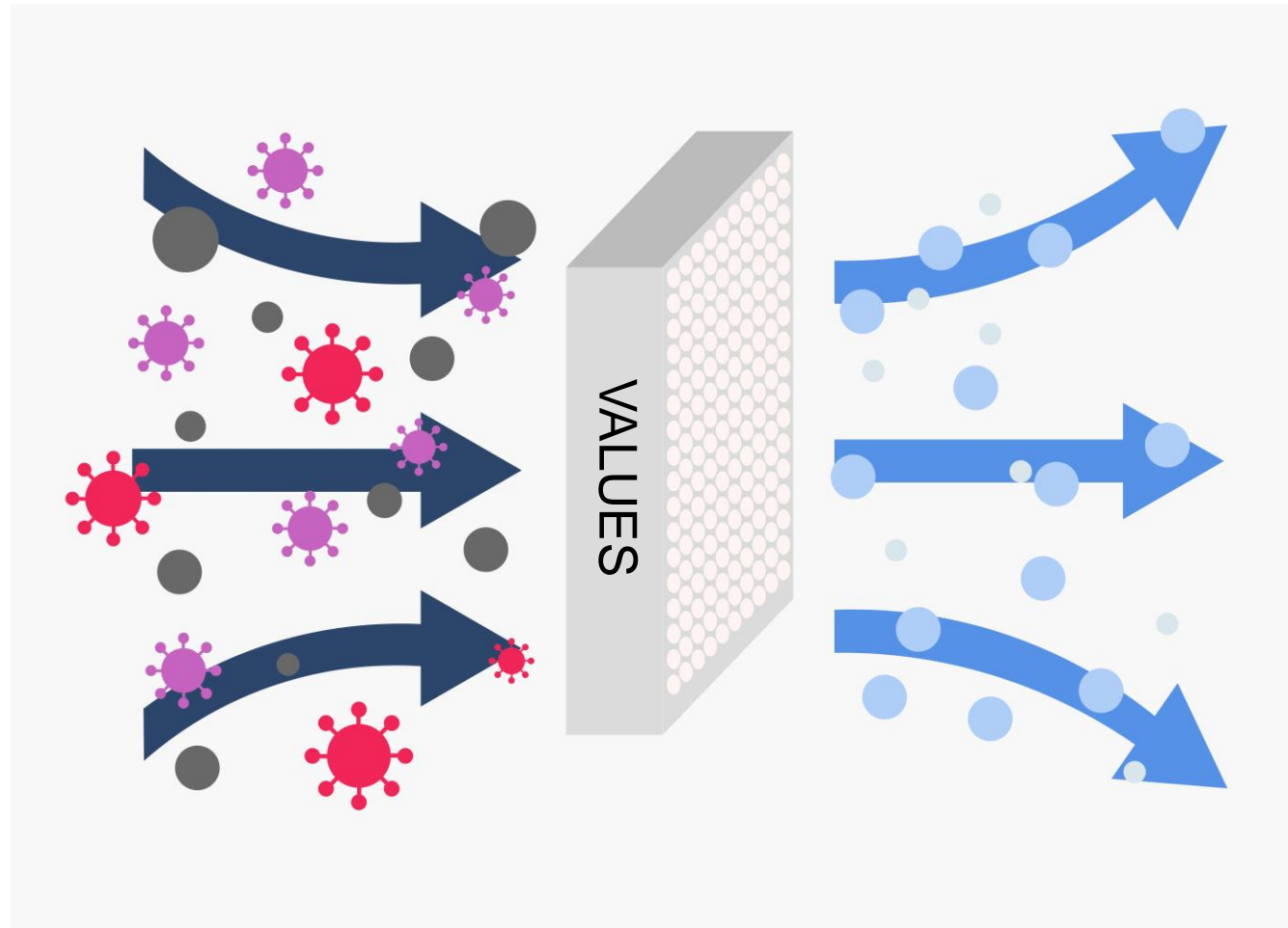
**Provides your ETHICAL framework...**

**Defines who you are AUTHENTICALLY...**

**Educates stakeholders...**

**Differentiates you...**

# Values – The HEPA Filter of Culture





# The How...

1. **Begin With the End in Mind: Envision Your Culture**
2. **Define Your Values**
3. **Align to Strategy, Structure, Process and Tools**
4. **Assess Your Culture**
5. **Develop and Manage Intentionally**



# The How... Envisioning Culture

## Employee Engagement: Connection to...

- Work
- Team
- Organization

## Employee Recognition: How you..

- Communicate
- Promote
- Compensate
- Assign Work
- Provide Opportunities

## Approach to Employee Performance and Performance Management

- Clear Role Definitions
- Tools for Performance Measurement
- Effective Performance Feedback
- A Defined Performance Plan

## Role of Leadership and Management in building, sustaining and driving culture

- Set the Example
- Guide Professional Development
- A Defined Professional Development Plan
- Consistent Performance and Professional Development Meetings



# The How...

## Define Your Values

- **Select the behaviors and beliefs that are critical and important.**
- **Form into “measurable” value statements.**



# The How...

## Align Your Culture to... Organizational Strategy

- **Vision:** A *compelling view* of the business 3-5 years in the future. The driving force for being.
- **Mission:** The *purpose* of the organization defining what you do, for who you serve, and your unique value proposition.
- **Values:** Ethics and standards of behavior.
- **Performance Standards:** The foundational measures of performance.
- **Goals:** The short-term (i.e., one year) objectives of the organization.



# The How...

Align Your Culture to... Must support or suggest adjustments to:

- **Structure:** How work is organized into departments and roles.
- **Process:** How work is done through the structure.
- **Tools:** The tools and resources needed to accomplish the process to achieve the strategy. *Includes those to manage culture.*

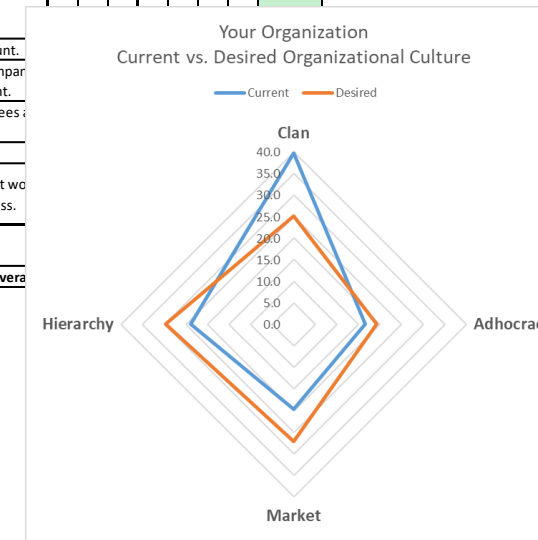


# The How...

## Assess Your Culture

- Staff Satisfaction
- Current vs Desired
- Current State of Culture Vision (Scale of 1 – 10)

Statement	O1	SA	SB	SC	SD	SE	SF	Average
I know what is expected of me at work. Is it clearly defined and articulated.	4	5	5	4	4	4	3	4.14
I have the materials and equipment I need to do my work right.	4	4	5	4	4	4	4	4.14
At work, I have the opportunity to do what I do best every day.	4	5	5	4	4	4	4	4.29
In the last seven days, I have received recognition and praise for doing good work.	5	5	5	4	5	4	4	4.57
My supervisor, or someone at work, seems to care about me as a person.	5	3	5	5	5	4	3	4.29
There is someone at work who encourages my development.								
At work, my opinions seem to count.								
The mission or purpose of my company makes me feel my job is important.								
My associates and fellow employees are committed to doing quality work.								
I have solid relationships at work.								
In the last six months, someone at work has talked to me about my progress.								
In the last year, I have had the opportunity to learn and grow.								
<b>Average</b>								



# The How...

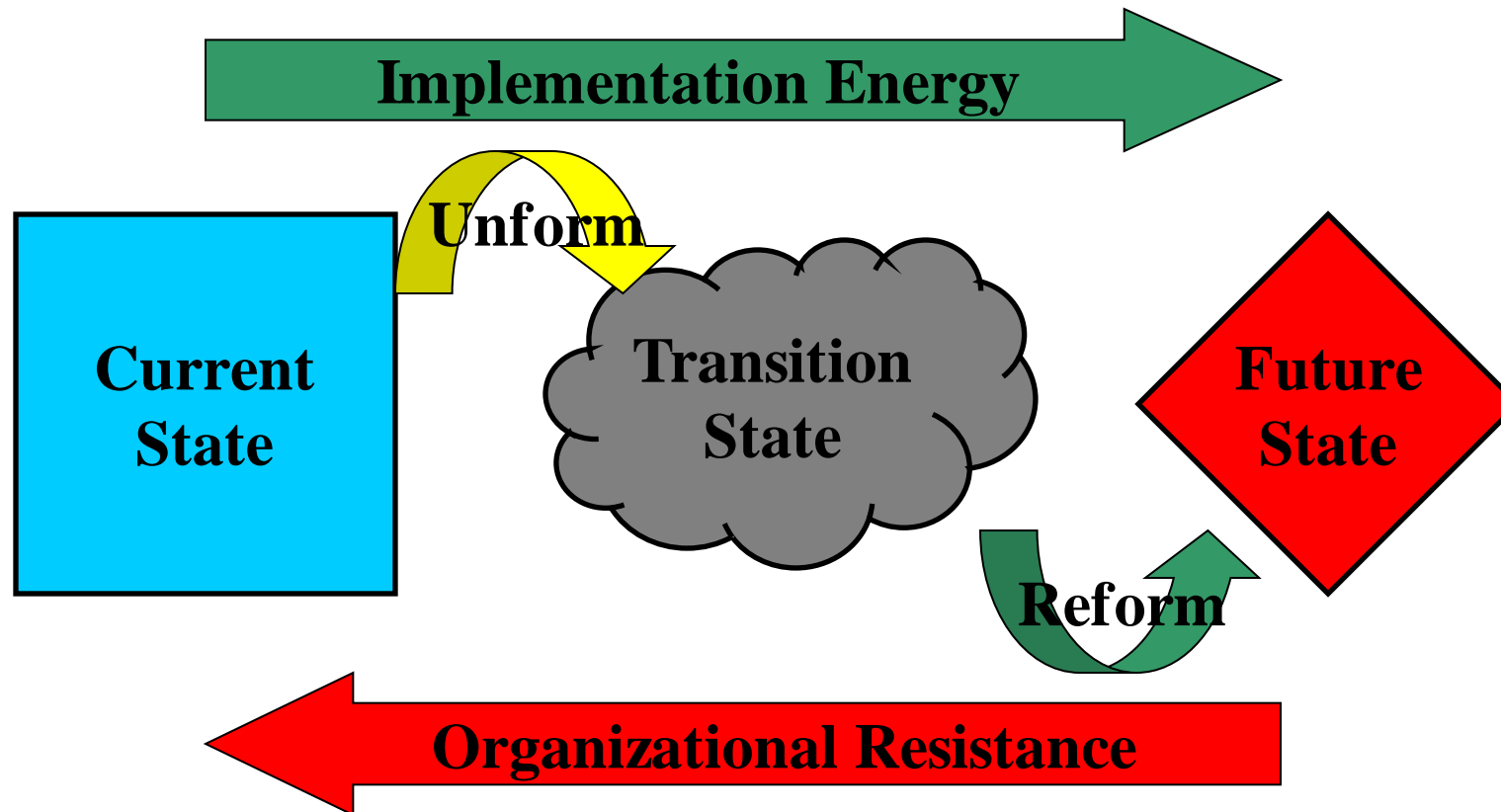
## Develop and Manage Intentionally

- **Lead First:** Leaders and Managers must Live the Values and Exemplify the Culture
- **Develop Trust-Building Leadership Practices**
- **Build Cultural Alignment into Performance Management**
- **Weave Employee Recognition into All You Do**



# The How...

## Changing / Enhancing Your Culture





# Review...

Your culture *impacts*...

- Candidate attraction
- Employee retention
- Employee performance

Employees want a culture that cares about them

You CAN build and maintain the RIGHT culture for your business by...

- Envisioning it...
- Defining your values...
- Aligning it...
- Assessing it...
- Intentionally acting on it...



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## Q & A...

**Your Questions...**

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## How to get your takeaways...

**Fill Out the Feedback Form to get...**

A values definition exercise

Help and guidance building your culture

Free Consultation and More...

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**Thank You!**  
**Connecting with Me...**

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