

## Proceed with Business Video Series

### Episode 1: Using Culture to Achieve Business Goals with Keith Fuller

[\[Watch here\]](#)

#### Covered in this episode:

- Values and culture
- Best time to start thinking about your business' culture
- Culture ROI
- Things you can do today with your company culture

#### Notes:

- What is included in “Company Culture”? General definition
  - **Values are the highest priority guidelines for a company.** Descriptive, often aspirational. They're important, but they're just words.
  - **Culture is action.** It's the collection of decisions that employees make based on what they see the leadership do. Everyone impacts the culture, leaders disproportionately so.
- When is the best time to start thinking about your business' culture?
  - Some would say you need a product before you need to worry about having a company, and you need a team before you worry about a product. And then culture comes a distant fourth...You should at least spend some time thinking about your Values and start intentionally creating a culture as soon as you have a company.
- Is it important for small business owners to think about culture?
  - ROI people operations
    - Big corporations: you can see direct ROI in \$
    - Small businesses: Less friction, less stress, fewer problems.
      - Can you put a dollar sign to that? Not easily.
  - [HBR Article: Companies that invest in Employee Experience 4x more profitable](#)
- What is a successful example of building a culture with a business goal in mind?
  - Example: Employees are afraid of sharing knowledge
    - To the Owner: Do you think that's healthy?
    - To the Owner: Why do you think that is?

- What are some practical exercises that business owners can use to start crafting a culture that's going to bring desired results?
  - Write down your company values
    - Share these with your employees
    - Share these with applicants
  - When something or someone doesn't align with your company values, what are you prepared to do?