



Culture... It's More Business Than You Think

The real power of any successful organization goes way beyond leadership, management and market position. Great organizations have a strong heart and soul. The heart and soul of any business is no different than the heart and soul of any person. The healthier the heart, the stronger the blood pumps. And any great soul has the capacity for deep thought and truth. What we're talking about is culture. This is how organizations, including those within the lodging industry, position themselves for great success and longevity.

Culture incorporates 5 primary components:

1. Vision: A vision defines what you stand for and why you exist. It captures a sense of noble purpose. Vision provides guidance about what core to preserve and how to stimulate progress toward the right future. Vision is a shared image of what the team or organization is to become. It expresses the team's dreams and aspirations. A vision answers the question, ***"what is our deeper reason for being?"***
2. Mission: A mission defines a team's real purpose. It answers the question, ***"what do we do here?"*** It is not a goal to be achieved, but rather an unbounded explanation. The purpose of a mission statement is to guide the team into the future even when they do not know what the future holds.
3. Values: A value is ***"how we get things done here."*** Values reflect that what we find is of utmost importance. They tell everyone in the organization how we act, behave and what we respect.
4. Positioning: Positioning captures who a company is or, more importantly, who the company could become. Effective positioning creates a synergy within an organization and helps the entire team figure out who they are and what they are about ("their story"). Positioning captures what makes you unique, and how you stand out from the clutter within your marketplace.
5. Community: Community is different than a team. A community is a collection of teams who work toward a higher purpose. A team has one goal and delivers a specific result(s). Communities stand for the journey as well as the destination.

Over the years, I have worked with thousands of organizations up close and personal. The great ones always have a strong culture supported by a powerful community. They know who they are, where they are going, how they will get there and are fanatical about making it happen. Great culture has intensity and cannot be stopped no matter what obstacles they may face.

A community is one that has a strong sense of connection and spirit. It demands clean and clear communication – something that is frequently lost in companies and hence greatness cannot be achieved. A community has compassion and ensures that everyone understands its purpose and where it is going. A community insists on full participation by all members and through this foundation achieves 100 percent responsibility and accountability.

Leadership is the glue that brings it all together. Leadership sees the vision and passionately and relentlessly moves towards it. Management is the facilitation of people, process and product. Together they take a community to its true potential.

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Join Renie next month as she explores the power of your vision – how to build, strengthen and live it fanatically. Renie Cavallari is CEO and Director of Inspiration for Aspire, an international training and consulting company focused on sales, customer service, revenue management and team building. For more information, visit www.aspiremarketing.com or call Renie directly at 602-392-0700.

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