

CULTURE HACKER

Reprogramming Your Employee Experience to Improve Customer Service, Retention and Performance
Shane Green

SYNOPSIS

Culture Hacker is a guide to understanding your employees' mindset, designing a strategy to elevate their experience, and executing a thoughtful, "below the radar" culture change. Green provides interesting, simple ideas for assessing and addressing each of the following components of the employee experience:

- *Culture* – represented by the collective mindset and attitude of employees about what they do and who they do it for
- *Values* – how people demonstrate that mindset to those around them – internally and externally
- *Selection* – get the right people for a culture fit
- *Onboarding* – designed to be memorable, motivating and effective in introducing brand, culture and business.
- *Performance Management* – need to enable and empower your people to maximize their abilities and strengths, and to maximize their performance.
- *Strategy, scores and plans* – everyone feels that he or she makes a difference to the success of the organization
- *Recognition* – employees look to see if there are incentives for doing well and consequences for doing poorly.
- *Career Development* – a path for each person accompanied by the training and experience to accomplish it
- *Communication* – understanding is the goal, not just producing stuff.
- *Product, place, process and perks*:
 - Product – if you have a fun or inspiring product, build pride in it – if not, do the other things well.
 - Place – consider all the senses and what people experience through each one at work
 - Process – must be simplified so work is easier to do
 - Perks – okay to offer these, but can't be in place of the other critical things

All of this is wrapped in the need for *great leadership*, which Green defines explicitly throughout the book.

One of the challenges of journey mapping your employee experience is identifying the moments of truth. This book provides a great deal of thought to help you create your own inventory based on what's important in your organization. Green believes that with a focus on these areas of the customer experience, you will improve your customer satisfaction, employee retention, and organizational performance...leading straight to higher profits and productivity.

Review by Chris Gay, Bridge Consulting

SAMPLE LEARNINGS

The following is an example of some of the tips and hacks that Green offers for effective communication:

- Understanding is the goal of communication. You are just making noise if the other person doesn't hear or understand you.
- Don't forget the VAK model for communication (visual, auditory, and kinesthetic)
- When you have something critical to say, use a pile driver. Don't try to be cute or clever.
- Doing work with employees is one of the best ways for a leader to communicate.
- Groups should have daily morning meetings (when most people are at their best), weekly project meetings, and monthly meetings where employees understand they are expected to contribute and participate.
- Social media success requires managers to be active and transparent on whatever platform you choose.