

# LEADER ///SHIFT

## Developing a Relational Culture in Business

When we *ALL* grow in this way,  
it creates a:

---

PUTTING PEOPLE FIRST CULTURE

MENTORING CULTURE

TEAM LED CULTURE

AN EXCEPTIONAL CUSTOMER  
EXPERIENCE CULTURE

AN EMPOWERING LEADERS CULTURE

Developing a Relational Culture will  
require a focus on:

---

### GROWING SELF

Putting people first will require my personal growth and challenges me to become a *relationally giving* person. (*Who Am I Becoming*)

### GROWING OTHERS

By helping others put people first, and as we work together to accomplish our business objectives, I will be challenged in how I relate to those I serve. (*How Am I Relating*)

### GROWING THE BUSINESS

As I focus on growing the business, I will be challenged to become a person of creativity and collaboration, inspiring employee engagement and customer loyalty. (*How Am I Leading*)

### GROWING LEGACY

Leaving a legacy will mean that I find joy and fulfillment in the success of others, leaving lasting *deposits* in their lives.

# LEADER //SHIFT

Which of these **Relational Skills** could you benefit from growing in? Choose **two** and describe what you would like to see change:

---

---

---

---

---

---

## 5 Layers of Culture:

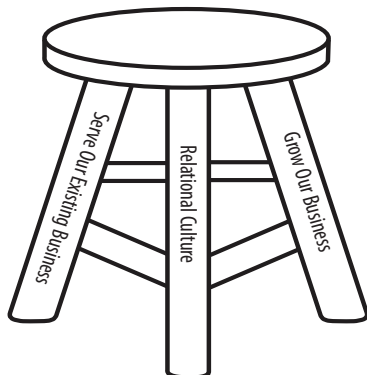
Putting People First

Mentoring

Team Led

Exceptional Customer Experience

Empowering Leaders



## Serve/Grow/Live/Extend

*Leader Shift® relates to a philosophy of doing business where people and relationships are prioritized along with profit and productivity.*

### *Requires Challenging Relational Skills*

- Know Yourself—Self-Awareness
- Know Others
- Meet Relational Needs
- Express Empathy/Compassion
- “Give First” to Others
- Show Care to Others
- Apologize Well
- Forgive
- Develop Deepened Trust
- Be Vulnerable With Others
- Resolve Conflict Effectively
- Accept Others Different than Me
- Listen With Understanding
- Mentor/Coach Successfully
- Relational Accountability to Others

### *Leads to a Personal and Corporate Relational Identity*

- Who we are and what we do is fully aligned
- We have a purpose beyond a paycheck, profit, or productivity