# 3 STEPS TO MAINTAIN CULTURE IN A REMOTE SETTING

1 NAME YOUR CULTURE KEYS

Identify three to five key elements that are the hallmarks of your culture – these are things you can't afford to jeopardize right now.

Your Culture Keys do not equal your mission, vision, and values. Pick the things that are felt in the everyday work experience. These may not be things listed as part of your employee value proposition or promise to your clients (transparency, service/compassion, assumption of positive intent, humor, creativity).

TIP: Just as you did before COVID-19, you will adapt the Culture Key to the situation. For example, if something happens that requires transparency, you aren't going to respond with humor.
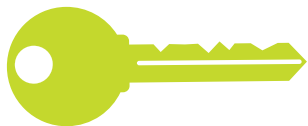
2 CAPTURE EXAMPLES OF HOW YOUR CULTURE KEYS WERE BROUGHT TO LIFE PRE-COVID-19

It helps to think of an individual person who is the personification of each key. What **behaviors** does this person engage in that represent the specific aspect of your culture? If you can name the behavior, you can replicate it remotely.

*TIP: Recognize that **anyone** can be a remote culture champion. Your culture isn't something that only leaders maintain. Every single person has a part to play in maintaining the culture. For example, maybe Alicia from accounting always shows compassion, while Imani from marketing is the personification of your organization's humor.*

Alicia

Imani

3 ADAPT YOUR CULTURE KEYS TO THIS VIRTUAL, CHAOTIC ENVIRONMENT

Ask the people who personify the Culture Key behaviors to get involved by continuing to exhibit the behaviors virtually. Get creative! Use video, email, text, teaming apps, and even snail mail to maintain and amplify your culture across individuals, teams, and the whole organization.

For example, ask Imani in Marketing to send out something humorous via email to the whole organization, inviting a response from others. Then encourage the behavior with a "reply all" note containing a funny response or send Imani a personal note of thanks.

TIP: Don't just state it, demonstrate it. Remember, culture isn't about what is directly stated. It's about what is felt. You don't have to say, "I'm being transparent." You instead need to be transparent in a way that others can observe it (virtually). And again, as the circumstances change, be sure to emphasize the appropriate keys for the moment.

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