After reading the article "**The #1 Workplace Culture Challenge**" [https://web.archive.org/web/20160422155447/http://switchandshift.com/the-1-workplace-culture-challenge](https://web.archive.org/web/20160422155447/http:/switchandshift.com/the-1-workplace-culture-challenge) in the Module Two Reading and Resources section, select two of the nine items listed that you identify as most valuable in convincing leadership to include culture as part of any change strategy.   
  
Respond to two of your peers on their selections. Did their choices influence your opinion? Why or why not?

2 pages for initial post and one paragraph for each of the

3 ape, or change some aspect of culture. The need to to change culture within an organization would be proactively dealing with the subject of culture may be the most difficult route to convincing a CEO to take action. This could be put into place by possibly holding a monthly cultural change in the work place meeting in which staff would have the chance to speak directly to upper management and discuss culture in the work place and why this particular area needs to be changed, this topic needs to be discussed more in a open and honest way, at that time any staff can address more specifically particular issues dealt with recently and asking a superior their suggestion.

Opening the discussion of the topic will force upper management or CEO to understand with specific examples from staff that his/her attention is needed once this is understood then evolving culture in the work place would be in the near future.”

**POST 2**:

“There are so many good points, and all could help grow and educate a company in terms of convincing leadership to include culture as part of any change strategy. One that stood out to me the most would be #2. “Improving Customer Experience or recovering from a customer experience crisis. This stands out to me because I currently work for a large insurance company and have been apart of meetings where our CEO discusses this importance. We have employees who go out and asses damage to people homes after natural disasters and our CEO loves to share the positive experience our customers have with the company. Its important for those employees to remember that these folks just lost everything, so we treat them with compassion and understanding and make sure we treat them as the humans they are instead of claim number 1589. By our employees being present, available and managing as much as possible to help get these customers back up and running is what makes the world of difference about our culture. We had an example of a customer who was in that situation, they lost their home due to a hurricane and our CEO shed light on every employee who touched these customers and helped all the way down to the recruiter who hired the employees who did the exceptional work. He also has measures in place for situations to rise to his desk if customers feel they are not getting service they deserve as that is not a culture we want to represent. By having someone who collects complaints, glass door reviews it then gets escalated to appropriate parties and action such as discipline or re training opportunities can be taken to help gear our culture towards 100% employee satisfaction.

The second item I believe to be most important in convincing leadership to include culture as part of any change strategy would be # 7: “improving how talent is attracted, hired and retained” I feel this ties into my precious choice #4. And admittedly so has a soft spot as I work in HR in recruiting so it’s a topic always on the forefront of my mind. This is important for culture because as a recruiter and overall company we have had many discussions, meetings, research on this topic. As a recruiter our first job at hand is to meet with the hiring team and get a feel for what they want and need out of an employee, then if we have the opportunity to have a “desk along” where we can see the team work, how they perform their day to day, how they interact it helps us drive to find the right talent. Because we have learned it is not always about their accomplishments on paper but how they present themselves. Do they speak with kindness, respect and excitement for the opportunity or are they rude, withdrawn and shy. Typically, that second set of characteristics won’t get you very far even if you have an A+ resume. We want folks to talk and collaborate on ideas, challenge our way of thinking to make the team and ultimately the company better. Most Skills and systems can be taught to the right person, but people skills, ethics and solid communication cannot. So by changing our way of thinking and sourcing talent and following up with those hires and managers a year later to collect updates and data help us source the right talent, retain that talent and improve our overall culture.”