

# LEADING with HONOR

Leadership Lessons from the Hanoi Hilton



## Coaching: CLARIFY AND BUILD YOUR CULTURE

### Lesson 7

The expanded coaching materials are provided to help readers implement the lessons taught in the book. Use them for individual or group development.

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The most successful leaders promote their culture by communicating its key themes constantly and consistently through a wide variety of channels. They support the culture by establishing hiring, training, and other policies and procedures aligned with it. Have you been intentional about clarifying and building your culture? Answer these questions to see where you stand.

**1. Do you have an authentic culture?** Your culture must be aligned with who you are and who you are committed to becoming. Your walk must match your talk.

a. Describe the key attributes of your organization's culture as it is now.

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a. Does this culture match your core values about leadership, business, customers, and your community? If not, why not?

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b. If you are not satisfied with the culture as it exists now, how would you like to change it?

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c. What would it take to make that happen? (Remember, you must be the culture you want to see in others.)

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**2. Does your team have clarity about your culture as it relates to mission, vision, values?**

a. How can you determine this?

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b. How can you consistently reinforce the culture with your team and current employees?

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**3. How do you hire and indoctrinate new people into your culture?**

Do your hiring processes consider culture? If not, how could you improve them?

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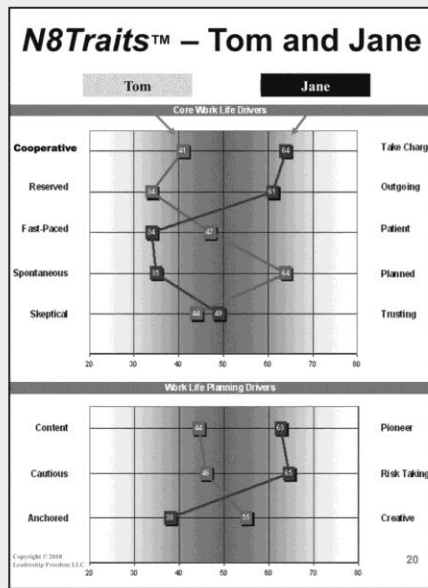
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## TAKE THE NEXT STEP IN YOUR LEADERSHIP JOURNEY

LeadingWithHonor.com has tools and resources  
to help you and your team lead with honor –

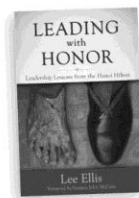
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You will discover your strongest behavioral talents and the key influencers you are most likely to use in making leadership and life decisions. The report includes your key strengths and struggles and your relationship essentials. Additionally, you'll receive beneficial suggestions on how to relate to others more effectively to improve your leadership, communications, and teamwork.



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