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.

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.

   __________________________________________

   __________________________________________

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

   __________________________________________

   __________________________________________

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

   __________________________________________

   __________________________________________

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

   __________________________________________

   __________________________________________
2. **Does your team have clarity about your culture as it relates to mission, vision, values?**
   a. How can you determine this?
   b. How can you consistently reinforce the culture with your team and current employees?

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?
LEADING with HONOR
Leadership Lessons from the Hanoi Hilton

TAKE THE NEXT STEP IN
YOUR LEADERSHIP JOURNEY

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

The N8Traits™ Profile reveals your
authentic self, for working at your
very best. You'll discover your natural
"go-to" behaviors, providing powerful
information for self-management,
building relationships, and
leading others.

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.

For a limited time, SAVE 10% when you order a N8Traits Assessment!
Enter Coupon Code HONOR14 when placing your order.

At LeadingWithHonor.com, FREE materials are available to dig deeper
into the lessons provided in Leading With Honor –

- Read helpful articles that you can use for
  personal study or with your team
- Download more Coaching materials to help you
  or your team apply Leading With Honor lessons
- View more photos of Lee’s POW experience

© 2011 Leadership Freedom LLC. Leading With Honor and The N8Traits™ Profile are
property of Leadership Freedom LLC. All Rights Reserved. Published by FreedomStar Media.