



## Title: Aligning Culture and Purpose

**Description:** Company culture has moved to the forefront of every organization's efforts over the last year, and the results have been both valuable and insightful. On this episode of the Forward Thinking Podcast, we're exploring what it takes to align strong culture and purpose. FCCS VP of Marketing and Communications Stephanie Barton is joined by Andy Goldman-Gray, Founding Partner at AGG Marketing and Consulting to discuss the critical importance of a strong company culture. From developing leaders who walk the talk to aligning what is best for the company with what is best for the individual, Andy shares practical advice that forward thinking leaders need to follow in order to create and sustain a company culture that aligns teams and is guaranteed to result in greater success.

"As a leader you have to walk that edge of communicating what's aspirational and what's actual, and then have your practices match your promises." — Andy Goldman-Gray

Today's Insights Include:

### Creating a sustainable company culture

- + Every organization has been required to adapt company culture and sustain best practices as a result of the pandemic.
- + Why is building a positive culture such an elusive endeavor, and what can you do about it?
- + Leaders must define the actual and aspirational company culture, then ensure that your practices match your promises.
- + Taking time to focus on company culture will result in greater success for your organization.

### Adapting company culture in a remote work environment

- + 2020 was largely an exceptional year for company culture.
- + A focus on increased communication, agility, and purpose results in increased employee and customer satisfaction.
- + Companies that are taking sustainable forward-thinking steps are going to experience long term success.
- + Today's leaders need to be open to new modes of working and employee preferences.



### **Combining purpose and culture**

- + Shared values, experiences, and priorities create a strong company culture.
- + Effective organizations have to consider what is best for the customer and best for the business.
- + Leaders need to lead by example, articulate the vision for culture, and invest time in people.
- + Individual contributors can help positively influence culture by doing the work that stays inline with company culture and encouraging others to do the same.
- + Celebrating peer successes helps strengthen company culture.

### **Aligning purpose and culture for employees**

- + It is essential that people feel that the work they are doing matters to someone.
- + Empowering people in their work is a critical component for engagement and retention.
- + People are more likely to stay at a company if it aligns with their culture and values.

This podcast is powered by [FCCS](#).

Andy Goldman-Gray will be presenting on Wednesday, March 24<sup>th</sup> on the FCCS Virtual Speaker Series, *Creating Ownership: Aligning Culture and Purpose Across Your Workforce*.

[Registration still open!](#)

[FCCS Virtual Speaker Series](#)

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