



# BUSINESS TOOLKIT

**Culture tips for  
business leaders**



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# 5 TOP TIPS

## Culture tips for business leaders

**A recent study by James Heskett, Professor Emeritus at Harvard, suggested that half the difference in operating profit from organisation to organisation is attributed to culture. So, there's little doubt, a positive business culture will motivate and inspire your people to do their best work and improve the performance of your organisation.**

Kirsty Tagg is a Trainer and Relationship Manager at the North of England office of Dale Carnegie Training. She specialises in helping organisations in West Yorkshire to transform their culture and the performance of their people. Spearheading Dale Carnegie's sponsorship and involvement in Bradford Manufacturing Weeks, Kirsty sits on the steering group as part of the event's organising committee.

In this short guide, Kirsty shares five key areas of focus to help improve your company culture, and signposts to resources for further reading into this fascinating subject.

### 1 Engage your people

Don't mistake 'engagement' for some dusty cliché from the noughties. Most senior leaders understand there's a correlation between engagement and business results, yet four out of five don't prioritise it.

To drive engagement, understand its component parts – for employees, this is about feeling valued, confident, inspired, enthused and empowered. Leaders need to role model and mirror these attributes.

**For a deeper dive on engagement, download [Emotional Drivers of Employee Engagement](#).**

### 2 Respect your youngers

A study showed that millennials feel 'less valued, confident, and connected' at work. Conversely, that same study showed they're 'much more likely to recommend their company for purposes of doing business than non-millennials'.

Engaging your millennials can lead to increased effectiveness, workplace satisfaction, retention, motivation, and better results. Training, coaching, mentoring, recognition, and respect and honesty from line managers, are all essential facets of millennial engagement.

**Download [Igniting Millennial Engagement](#) to find out more.**

### 3 Check your blind spots

The findings of a recent Dale Carnegie study illustrated that leaders have blind spots when it comes to the behaviours that motivate and inspire. Praise, appreciation, honesty, the ability to admit mistakes, listen, and respect opinions, are crucial for leaders.

Ask for open, honest feedback from managers, peers, team members, and trusted advisors to shine some light on your leadership blind spots!

**You can find out more by downloading [Recognising Leadership Blind Spots](#).**



**Kirsty Tagg**  
**Relationship Manager and Trainer**  
**Dale Carnegie Training**

#### **4 Stay humble**

Humble leadership contributes to improved culture. Humble leaders let their actions speak for themselves. Humility indicates self-awareness and creates a positive environment which can deepen employee commitment and strengthen internal relationships, enabling you to retain your top talent.

Listening more than talking, valuing team members for who they are, taking a genuine interest, and public recognition are all key components of humble leadership.

Download [Humble Leaders: What defines them, and how they unlock a high-performance culture](#)

#### **5 Agile leadership**

When defining agility, Dale Carnegie's research and thought leadership director, says: 'Agility involves seeking out new information and embracing continuous change in a collaborative way - without resistance, bias or resentment.' So, think of agility as the foundation for resilient, flexible, confident, and productive people in rapidly changing times.

Clear organisational purpose, focused on creating value for customers, a positive work environment, social intelligence, collaboration, and the ability to lead rapid change, are each key elements of agility.

For research and further information on agility, download, [Building the Foundation for Organizational Agility](#).

#### **About Dale Carnegie Training**

The Dale Carnegie North of England office is established in West Yorkshire for four decades. We work across the region and wider business community to support change, growth, performance, talent and culture for major clients. Our office is part of the Dale Carnegie Training global business, a market leader with offices in over 90 countries. Our programmes deliver skills, actions and shifts in mindset that generate phenomenal results for our clients.

To find out how we can support your culture and performance, call Kirsty on 07747 443013, or visit [www.dalecarnegie.co.uk/uk-offices/northern-england/](http://www.dalecarnegie.co.uk/uk-offices/northern-england/).