



## Workplace Culture - Why bother you ask?

Have you ever wondered why the best laid plans for your business fall flat before they even get off the ground? Do you feel an undertone of negativity in your workplace – employees are grumbling, absenteeism is rising and customer satisfaction is suffering? If so, maybe it is time to take an honest look at your workplace culture.

*“Culture eats strategy  
for lunch every day”  
Connie Curran*

Workplace culture looks at the attitudes, beliefs and practices that define how people work together. These are not the policies and procedures that are outlined during orientation, or the goals and objectives to be met during the course of your work. Workplace culture looks at peoples perceptions of how values such as trust, equity, fairness, knowledge sharing and personal goal alignment are met within the workplace.

Imagine a new employee entering your workplace. They

are given the blurb from the boss or human resources person, begin to work in the organization and soon learn how things “really” get done. They notice a lack of information sharing between management and front line staff which seems to be leading to stalling behaviors and lack of employee commitment toward the company’s goals. They also sense a lack of trust in the work environment with comments such as “every time there is a problem, we get blamed so we keep quiet when they ask our opinion, it is not worth the hassle”. This is not the type of workplace culture that leads to business success.

Connie Curran (2002) a researcher and healthcare practitioner wrote “Culture eats strategy for lunch every day”. This means that no matter how wonderful your organizations future plans may be, if the culture does not support them, the strategy will not be successful even if your goals and systems are aligned.

So what to do? Consider investing some time and resources in identifying what is “really” going on behind the

scenes of your business. As leaders and business owners ask yourself if there are things that you can do to improve the culture. Do not assume that you know what your employees are thinking and how to improve things – ask them for their input. Find out their perspective. Be open to

learning new ways of approaching a problem. Finally, secure the services of one of the many excellent workplace consultants in Kamloops. This investment may be the tipping point in creating your business success.  
*Submitted by Gerianne Clare  
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## MARKETING 101

If you want to stretch your marketing dollar, take advantage of the marketing opportunities of events that are already in place in Downtown Kamloops. The Centre of the City is the most vibrant of all the neighbourhoods and it's not often a month goes by without one event or another happening in our neighbourhood! Run a special promotion, piggyback your advertising, do a themed window display or what have you - it may just attract a few

extra customers! If you want to stay current and find out which events are planned for our area, check out these websites:

The City of Kamloops website for tournament info: [kamloops.ca/tournamentcapital/schedule.html](http://kamloops.ca/tournamentcapital/schedule.html)  
The KCBIA and City of Kamloops for events - [kcbia.com](http://kcbia.com) and

[kamloops.ca/events/calendar.php](http://kamloops.ca/events/calendar.php)  
Every little bit helps when it comes to marketing your business!

