



FARM OWNERS ACADEMY

PROFITABLE FARMER PODCAST

Episode 56

What does an **arrow** and
company culture have in common?

With credit to Michael Henderson - www.michaelhenderson.com

The essence of your company and leadership...

...what people say
about you...
...at their BBQ.

Do you know? Do you *care*?!

ABOVE THE LINE CULTURE ELEVATION MODEL™

Above

Excel

THE CULTURE OPERATES AT A WORLD CLASS LEVEL THAT DELIGHTS CUSTOMERS AND EMPLOYEES.

Succeed

THE CULTURE IS PERFORMING AT LEVEL HIGH ENOUGH TO ENABLE THE BUSINESS TO BE THE BEST IN ITS MARKET

Stable

THE CULTURE IS PERFORMING WELL ENOUGH TO ENABLE THE BUSINESS TO ATTRACT AND RETAIN CUSTOMERS

Disabled

MANAGING AVERAGE PERFORMANCE LEVELS BUT DOING SO IS MORE DIFFICULT AND COSTLY THAN REQUIRED

Dying

STRUGGLING TO COMPETE IN THE MARKET DUE TO THEIR COMPANY CULTURE SABOTAGING THEIR PERFORMANCE

Dead

NO LONGER IN BUSINESS DUE TO A SELF INFLICTED COLLAPSE OF THEIR OWN COMPANY CULTURE

Below

CULTURES AT WORK, below the line !

LAG STUCK DISTRACTION SABOTAGE WITHOLDING BLAME EXCUSES DENIAL
UNWILLINGNESS UNPRODUCTIVE BEHAVIOUR ATTENTION-IN LIES LIMITS BULLYING
COVER-UPS SILO MENTALITY THEFT HIDDEN AGENDAS PESSIMISM SELFISH
LATE FEAR AGGRESSIVE ARGUMENTATIVE VICTIM-MENTALITY APPREHENSION
SLOW UNTRUSTING ACCIDENTAL INEFFECTIVE RUMOUR BACKSTABBING ABUSIVE
SICK ADDICTIVE FALSIFY MEAN CALLOUS IMMATURE MOANING FRACTURED
HIGH TURNOVER BURNOUT STRESS SELF-TAXING IGNORANT CONTENT-FOCUSED
RACIST SEXIST JUVENILE MOODY WEAK THREATENED ANGER GUILT SHAME
PUNITIVE STAUNCH STRETCHED STAGNATES BINARY DEFENSIVE DAMAGE

CULTURES AT WORK, Above the line !

SPEED AGILITY FOCUS PRIDE EFFORT EASE FUN VALUES EMPATHY ETHICS

WILLINGNESS PERFORMANCE PRODUCTIVITY ATTENTION REPUTATION SERVICE

CREATIVITY SOLUTIONS COLLABORATION COOPERATION HUMILITY PASSION

ACCOUNTABILITY AUTONOMY MEANING MOTIVATION APPRECIATION PURPOSE

BEHAVIOUR COURAGE HUMOUR MORALE SYNERGY PERSEVERANCE

TRUST SHARING TRUTH MORALS CARING HONESTY LISTENING COMMUNICATION

PARTICIPATION FULFILMENT PURPOSE ENERGY MOMENTUM CONSISTENCY KNOW-HOW

LEARNING COACHING LEADING COMPETING APPLICATION DISCIPLINE FRIENDSHIP

CONFIDENCE COMMARADERIE PUNCTUALITY URGENCY ASKING CLARITY

SIX CULTURE LEVELS & THEIR TRAITS

C O N S T R U C T I V E	EXCEL	CONTEXTUALISE	SERVING	SYMBOLIC	INSIGHTFUL	HUMBLE	LOVING	PURPOSEFUL	DISTINGUISHED
		PRECISION	SIMPLIFY	SHARING	ABSTRACT	EXCELLENCE	AWARE	INSPIRED	PRINCIPLED
	SUCCEED	CONCEPTUALISE	EMPATHY	ENERGISED	DISTINGUISHED	WILLING	QUALITY	WARMTH	
		INCLUSIVE	ACCEPTING	SYMPATHETIC	WHOLISTIC	RESOLVES	ACCOUNTABLE	AWARE	
	STABLE	CONTENT	PRODUCTIVE	CALM	SAFE	CONSISTENT	FRIENDLY	OUTWARD FOCUS	
		RELIEVED	EASE	CHALLENGED	COHESIVE	WELLBEING	GROW	DULL	CONTRIBUTIVE
	DISABLED	CONTRADICT	DENIAL	FRUSTRATED	UNPRODUCTIVE	SELF FOCUSSED	BINARY	SIL O-MENATILITY	
		DEFENSIVE	UNSTABLE	DISTRACTED	PESSAMISTIC	DISENGAGED	DRAINING		
		CLOSE MINDED	EXTERNALISES	BLAME	REACTIONARY	DIVISIVE	DEMANDING		
		WITHDRAWS	FEARFUL	FALSE	UNTRUSTING	UNTRUSTWORTHY	SELFISH	CYNICAL	
R E S I S T A N T	DYING	ABDICATION	OBNOXIOUS	BULLYING	BIGOTTED	PUNITIVE	ARROGANT	ANGRY	
	DEAD	GUILT	SHAME	MOCKED	E LIMINATED	LITIGATION	STUDIED	DESPISED	