# Companies don't have a culture – they are the culture

Peter Theil said "Company culture doesn't exist apart from the company itself: no company *has* a culture; every company *is* a culture" in his book - Zero to One.

One cannot, not create a culture. Either you consciously create the culture you want or the culture will get created on its own.

Here we want to talk about how do we build the desired culture? How do we change the existing culture?

Organization's culture is pillar of organizational structure.
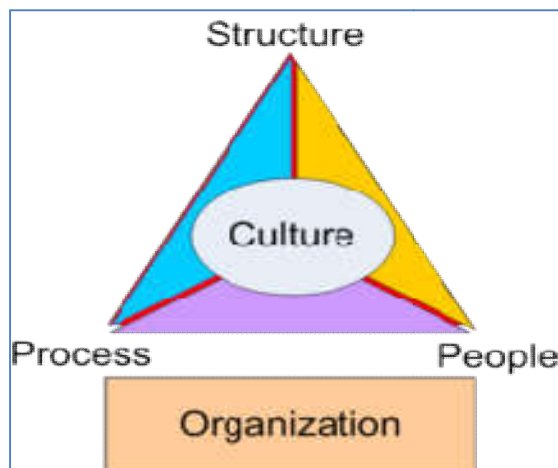
Most observed fertile and futile interactions are between the immediate reporting heads and team members and in very rare case with higher management. Thus, employees get influenced by the hierarchical authorities as they tend to work more and more with the immediate superiors rather than the CEO or COO.

Imagine your company to be a ship in mid ocean.

How do you navigate the ship in the ocean? Specially a large ship in deep ocean?

With the use of the rudder and trimtab.
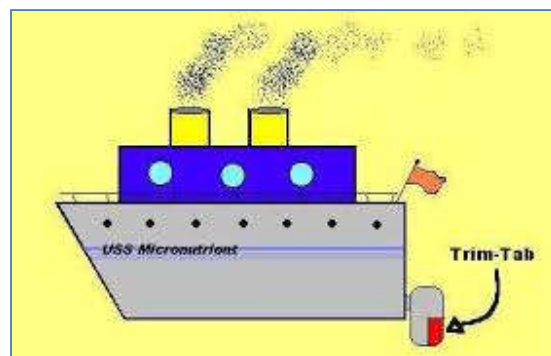
A *rudder* is a primary control surface used to steer a ship, boat, submarine, hovercraft, aircraft, or other conveyance that moves through a fluid medium (generally air or water)

Trim tabs are like rudder to the rudder.

It reduces the work of the engine by reducing the amount of manual control necessary, as well as providing for greater efficiency by keeping the ship in the ideal orientation for the conditions.
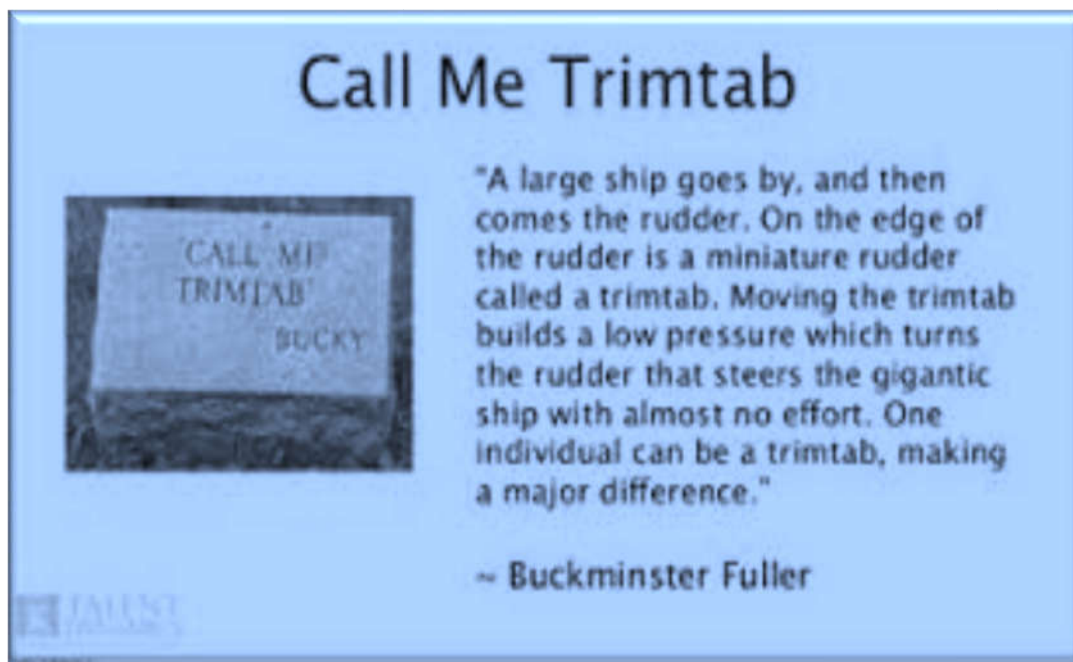
In the case of the organizations, the rudder are the Supervisors and the trimtabs are the Supervisors of Supervisors.

In line with the spirit of Individual as the source of transformation, like Buckminister Fuller believed; Supervisors can create that culture in their teams,

where everyone is treated like and everyone is trained to live like - they matter and they make the difference.

When you have a company, where each person operates like I make a difference, then you have a breakthrough in employee engagement, employee productivity, ownership, performance and overall organizational environment.

That is why "Bucky" head stone says "Call me Trimtab", Communicating the power of the small trimtab to influence the giant ship.

Call Me Trimtab

"A large ship goes by, and then comes the rudder. On the edge of the rudder is a miniature rudder called a trimtab. Moving the trimtab builds a low pressure which turns the rudder that steers the gigantic ship with almost no effort. One individual can be a trimtab, making a major difference."

~ Buckminster Fuller
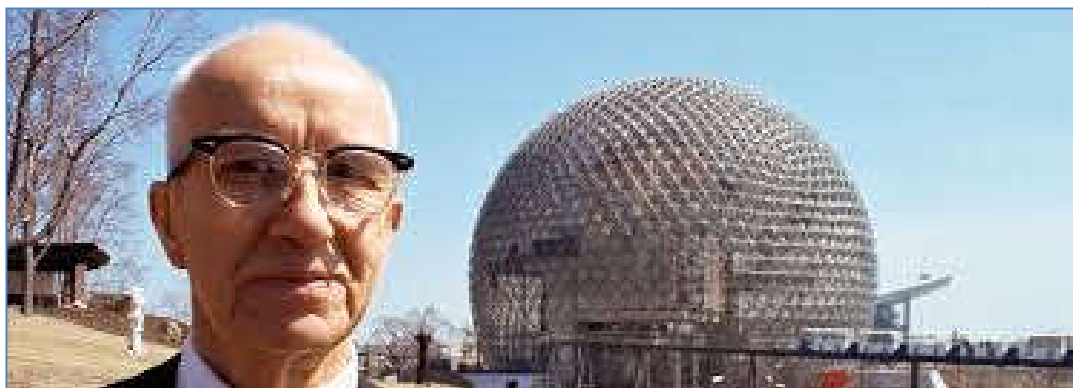
Richard Buckminster "Bucky" Fuller was an American architect, systems theorist, author, designer, and inventor.

The important learning for the organization is in the areas like:

1. **Recruitment**: Are we recruiting people with the mindset of "I make the difference" or are we recruiting only followers and order taker.
2. **Training**: Are we training people to think, to think independently, to think as teams, to think differently or are we training them to only follow laid down processes
3. **Promotion**: Are we promoting people in supervisory roles, based on their ability and willingness to invest in people, to create space for people to give their best, or we are looking only for experience and domain knowledge only.
4. **Performance Evaluation**: Are we evaluating supervisors on how much their people are fulfilled in their jobs, how they are growing as a person and as a professional or are we evaluating only on getting the task done.

HR and top management can play a big role in looking at the post of Supervisor differently, not only as a task role, but as a people builder role.

Business Consultants Inc. (BCon) Japan helps companies train their supervisors and managers in a way that the company can create a culture of highly engaged professionals, who believe in themselves, continuously evolve and keep working on creating for the larger good of the organization and the society at large.

BCon provides culture assessment tools, managerial assessment tools, training and consulting for organizations to create the most empowering and highly productive cultures, through its globally validated, strong concepts, theories and practical guidance built on elements like:

1. The Human Element (advanced version of firo B)
2. LIFO (Strength based interpersonal relationship and team work tool)

3. ITS (Innovative Thinking System) to bring innovation in everything from business models, products, processes, sales and marketing etc.,

4. Bushido Leadership - Leadership built on the Japanese principles

5. OES - Organizational Efficiency Survey and much more

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