



# **TEAM CULTURE BUILDER TEMPLATE**





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Your team's culture defines how your business feels to work in and how clients experience your care. A strong, positive culture improves staff retention, performance, and morale.



## Section 1 – The Template

This template helps you intentionally build the team culture you want and lead it confidently.

### 1. Define Your Culture Vision

What kind of workplace do you want to create?

Complete this sentence:

“In our company, we are known for being \_\_\_\_\_.”

- ♥ Caring
- ♥ Respectful
- ♥ High-performing
- ♥ Collaborative
- ♥ Joyful
- ♥ Fair
- ♥ Supportive
- ♥ ... (Add your own)

### 2. Set 3 Non-Negotiables

What behaviours are essential in your company — no matter what?

For example:

- ♥ “We speak to each other with respect at all times.”
- ♥ “We own our mistakes and learn from them.”
- ♥ “We arrive on time and ready to work.”

Use this space to list your three:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

These form your **Team Culture Code**.

### 3. Introduce It to the Team

#### Suggested Script:

“I want us to build a company culture we’re all proud of. These values and behaviours are what we stand for and we’ll revisit them regularly to make sure we stay aligned.”

Encourage team feedback. This isn’t top-down — *it’s built together.*

### 4. Live It Every Day

Here’s how to embed your culture into daily life:



Situation	Culture Action Example
New Starter Onboarding	Share your Culture Vision & Non-Negotiables on Day 1
Weekly Staff Meeting	End with a “Culture Shout-Out” (recognise someone who lived it)
Performance Reviews	Reflect on how staff demonstrate the culture code
Conflict Resolution	Use the non-negotiables as your guide

### 5. Quarterly Culture Check-In

Ask yourself and your team:

- ♥ Are we living our values?
- ♥ What’s working? What’s not?
- ♥ Is anything slipping we need to reset?

Revisit and *revise* as needed.



## Section 2 – Managing Your Culture

### Training Your Managers to Lead the Culture

Your culture will only thrive if your managers live and lead it every day. They're the example your team follows, so they must fully understand, believe in, and embody your Culture Vision and Non-Negotiables.

Here's how to build that into your leadership training:

#### 1. Start with Self-Reflection

Before managing others, each leader should reflect on:

- ♥ Do I consistently demonstrate the behaviours we expect from our team?
- ♥ What do I need to work on to be a stronger cultural role model?
- ♥ Where do I find it hard to enforce our non-negotiables — and why?

Use anonymous 360-degree feedback or guided 1:1s to support this process.

#### 2. Include Culture in All Manager Training

Make culture part of every core manager training session — not a separate add-on. Topics could include:

- ♥ Giving values-based feedback
- ♥ Addressing behaviour that goes against the culture
- ♥ Leading team meetings that reinforce your culture code
- ♥ Modelling vulnerability and accountability



**Tip: Role-play real-world scenarios during training so managers learn how to lead culture under pressure, not just in ideal conditions.**

#### 3. Make “Living the Culture” Part of Their Job Description

Every manager should be assessed not just on KPIs, but on how they uphold your values.

Sample expectation:

**“Actively leads by example, holding self and team accountable to our core behaviours.”**

Review this regularly in 1:1s and appraisals.

#### 4. Support and Reset When Needed

Sometimes, even great managers drift from the code.

Create space for honest conversations:

“I’ve noticed X has been happening, and it’s not aligned with the values we agreed on. Let’s work through how to get things back on track.”

Coaching and mentorship should be available, not just correction.



#### Final Note to Founders:

Managers *make or break* your culture. Train them not just to manage rotas and shifts, but to lead with heart, integrity, and consistency.

Culture isn’t a poster on the wall. It’s the behaviours you encourage, the standards you enforce, and the energy you bring — *every single day*.





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