

Video Transcript Natalie Baumgartner Board and Culture

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By Natalie Baumgartner

Natalie Baumgartner 00:14

Culture, how you do business, is the foundation, the backbone of every organization. And in the most successful companies, culture alignment serves as the linchpin in attracting and retaining top talent. Because when organizations leverage core values that are data-informed and well-understood and rigorously aligned across all of their business processes, those organizations enjoy vastly improved employee engagement, productivity, retention, and six times greater profitability than their competition.

Natalie Baumgartner 00:49

As Peter Drucker stated so aptly, "culture eats strategy for lunch." In today's business arena, talent is emphatically clear about the importance they place on culture. I'm working for an organization that provides an experience of purpose and connection, regardless of role or industry, and regardless of where, how and when employees work. Given the strength and imperative, boards must place the utmost importance and ensuring that organizations foster clear, measurable, powerful culture alignment, the key to talent success in today's world of work.

Natalie Baumgartner 01:27

Now, culture exists in every organization, whether managed or not. But those organizations that actively manage culture just as they manage their financials or operations, those organizations significantly outperform the rest of the pack. So how can you support cultural alignment success as a board member? The three key places to start are understanding the employees' experience of the organization's culture, examining the extent to which the values support the strategic goals, and considering whether the organization's values are aligned through all business processes. I'll speak to each of those three steps in a bit more detail.

Natalie Baumgartner 02:09

First, gain alignment insights. Take time to better understand the employee's experience of the organization's culture through discussions with their HR leaders, engagement survey results, turnover data, Glassdoor reviews, and anecdotal stories. These insights will help you as a board member to understand a bit more about the way in which employees experience the organization's culture today, key to predicting success and attracting and retaining talent.

Natalie Baumgartner 02:38

Next, examine strategic alignment. Consider the extent to which the stated values of your credit union, those that live on the walls and your website and so on, the extent to which they are essential and

appropriate in supporting the organization's strategic goals. Are they the right North Star to encourage the types of behaviors necessary to achieve success? Or are there missing values, values that are updated? Is a values refresh in order?

Natalie Baumgartner 03:05

And last, review operational alignment. Learn about the extent to which the organization's values are aligned with how business really gets done today. Are those four to six values integrated into how the credit union attracts onboards develops, manages, engages and rewards talent? When values are well-aligned, employees thrive. They want to stay and they attract other top talent to the organization as well. Remember, culture alignment is not just nice to have. It is one of the single most powerful predictors of employee and organizational success in the business arena.

Natalie Baumgartner 03:45

Today more than ever before, by gathering insights of the health of your credit union's culture today, by ensuring that credit unions' organizational values support their strategic goals, and by helping to guide the alignment of core values throughout all aspects of how the credit union does business, you can serve a critical role in guiding the establishment and maintenance of a culture that attracts and retains the talent needed to provide a best-in-class experience for your employees and members alike.

Natalie Baumgartner 04:15

Thank you for watching and I wish you great culture alignment.