

# THE 10 BIG MYTHS ABOUT CULTURE

01

**MYTH:** Culture = individual values and behaviours.

**REALITY:** Culture = the patterns (or collective agreements) that determine how the organisation operates.

02

**MYTH:** Culture is a “nice to have” in your business.

**REALITY:** The right culture is a key business enabler.

03

**MYTH:** There is one optimal (or “good”) culture you should aim for.

**REALITY:** Culture is never a “one-size-fits-all.”

04

**MYTH:** Culture is just about the employee experience.

**REALITY:** Culture impacts every aspect of your business including how you design, manufacture, and sell your products or services.

05

**MYTH:** If you spend time clearly articulating the company Values, people will adjust their behaviour accordingly.

**REALITY:** It takes more than well-crafted Values statements to change workplace culture.

06

**MYTH:** Changes to critical processes and systems will lead to the desired shifts in the culture.

**REALITY:** Employees find “workarounds” to system and process changes – unless you shift the underlying patterns of thinking and relating.

07

**MYTH:** Moving swiftly to solutions, helps to accelerate the change.

**REALITY:** Taking time to accurately diagnose what’s really going on in the workplace (and beyond) is critical to change success.

08

**MYTH:** It’s HR’s job (alone) to fix the culture.

**REALITY:** Culture change requires all parts of the “system” to adapt.

09

**MYTH:** Culture change can be led by well-intentioned “champions”.

**REALITY:** Culture change is leader-led (by line managers at all levels).

10

**MYTH:** Culture should be relatively fixed and enduring over time.

**REALITY:** Culture is seldom “set-and-forget” and must constantly evolve to meet the changing needs of the business.