TRADIES SUCCESS ACADEMY

BUSINESS CULTURE CHECKLIST

What is business culture?

Business culture is the way in which your team relate to each other, their work and clients. Your culture is the unique DNA of your trade business. It's the 'secret sauce' that makes your business different from other businesses in your trade and beyond. **It's the 'how we do things around here' of your trade business.**

WHY IS CULTURE IMPORTANT?

- **Increases employee** buy-in to your trade business
- **Staff retention** (= lower recruitment costs)
- **Attracts** top tradies to your business
- **Reduces absenteeism**
- **Customer loyalty**
- **Promotes innovation/initiative** amongst your team
- **Increases profitability**

HOW DO I BUILD CULTURE IN MY TRADE BUSINESS?

- **Lead by example**
- **Talk about your culture - often!** Make it a central part of your recruitment process, interviews, onboarding and ongoing training
- **Have regular 1:1 meetings** with your team to keep reinforcing your values, culture and 'how we do things around here'
- **Create policies** that reflect your business culture
- **Listen to your employees** - ask for feedback

EXTERNAL CULTURE (CLIENTS)

What is my business known for in the market?

What differentiates my business from my competitors when it comes to clients?

What are the non-negotiable values and behaviours that makes my trade business what it is?

If you're unsure, check your google reviews to see what clients are saying about you
or ask them for feedback as a starting point

INTERNAL CULTURE (TEAM)

What is the atmosphere or vibe in my team currently?

What atmosphere or environment do I want to create as I grow my team?

How do I want my team to speak to each other, me (the business owner) and our clients?

Some examples of internal culture: a culture of accountability, feedback, continuous learning, high standards, fun, mateship etc (there is no 'right' culture - you and your team get to decide this!)