

Week 40

Reinforce Culture



10/5/26

Why it Matters: Culture forms whether you intentionally shape it or not. Defining the behaviors behind your desired culture gives people something they can actually practice, recognize, and reinforce.

This Week's 1% Better Practice:

Reinforce One Behavior. Choose one behavior that represents the culture you want and intentionally reinforce it this week. Recognize it when you see it. Address it when you don't. Model it yourself.

Applying It:

Name the Culture. How do you want it to feel like to work on your team? Choose three words:

Turn Words into Behaviors.

Pick one of your words: _____

If we lived this value, what would people actually do? What would it look like and feel like? Give examples.

Check Your Reinforcement. As it relates to that value and behavior, I am currently (check all that apply to you):

- ☐ Modeling it
- ☐ Recognizing it
- ☐ Reinforcing it
- ☐ Addressing behavior that undermines it

Commit to it. One behavior that I will intentionally reinforce this week and how I will do it is:

