



Welcome

Creating a Positive Company Culture

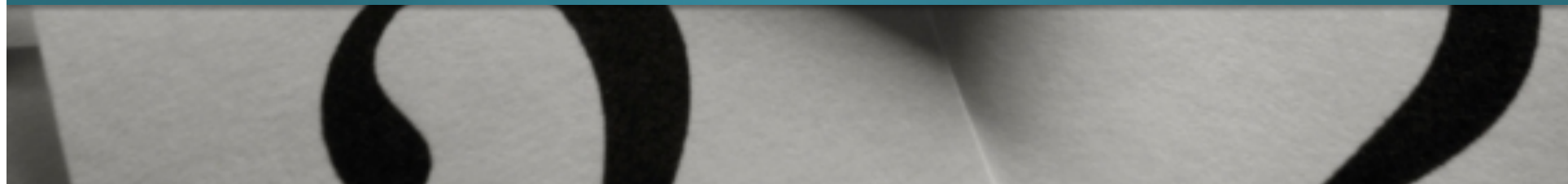


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Questions?



TOPICS

Why *care?*

What makes a *great culture?*

How to create culture *now*

Final thoughts

HAVING A GREAT COMPANY
CULTURE IS NO LONGER AN
OPTION. IT IS EXPECTED AND
CONSIDERED AS MUCH AS SALARY.

Thought #1
Why care about culture

Culture guides discretionary

BEHAVIOR



It's more than perks and benefits...

- **Treatment**
- **Ownership**
- **Trust**

budget

Thought #2

What makes a great culture



Hiring the right people

#2

Everyone knows and believes
in the values and mission

#3

No one person, or one group,
has all the answers.

#4

The 3 Cs
Clarity, Communication, Consistency

DESIGN BUILD NURTURE



Thought #3

How to create culture now

Make rules for the

95%

LISTEN
to show you care

Expert

An expert is someone
with some
experience through
extensive knowledge
called in for advice



NO
COMPLAINING



Thought #4
Final thoughts

EXAMPLES OF **FANTASTIC CULTURE**

- Zappos
- Warby Parker
- Southwest Airlines
- REI
- SquareSpace
- Chevron

TAKEAWAYS

Why *care?*

What makes a *great culture?*

How to create culture *now*

Final thoughts

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?

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Register at epmsonline.com

Upcoming Webinar



Crisis Management

Thursday, Nov 19

1:00 PM – 1:30 PM CDT

Register at epmsonline.com