



Designing and Adopting Organizational Culture

Canopy Credit Union



The Mission of this Meeting

By the end of this meeting you will:

1. Know exactly what type of Organizational Culture Canopy Credit Union has designed and adopted
2. Know what you as a leader will have to do in order to embrace and live Canopy's designed culture
3. Be able to better align your teams' strategies, procedures, and practices moving forward

What TRULY is Organizational Culture?

- What is your definition of culture?
- My definition: Culture is rooted in the purpose, goals, nature, and strategies of an organization
- Potlucks, Gift Cards, Thank You Notes, Office Celebrations --
- These all play an important role in culture!
- Much more than what happens within these four walls

So why is Organizational Culture Important?

- The proof is in the research:
 - Organizations with an effective culture can positively differentiate themselves from the competition by 30%
 - A positive organizational culture has a direct impact on the bottom line: absenteeism, turnover, etc.
- MILLENNIALS - Hi! We are here now :)
- Gen-Z: The Future!

Four Types of Organizational Culture

1. Creative Culture (Adhocracy)
2. Collaborative Culture (Tribal/Clan)
3. Control Culture (Hierarchy)
4. Compete Culture (Market)

Creative Culture (Adhocracy)

- Do new things: create, innovate, envision the future
- Transformational Change
- Freedom of thought and action, rule-breaking
- Thoughtful experimentation, learning from mistakes, failing fast
- Roles like entrepreneurs and visionaries
- Visionaries inclined toward risk, not afraid of uncertainty



Collaborative Culture (Tribe/Clan)

- Do things together: build teams, people matter
- Long-term Change
- Commitment, empowerment, cohesion, engagement
- People development
- Collective wisdom, long-lasting partnerships, and relationships
- Roles like a mentor and a coach



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Control Culture (Hierarchy)

- Do things right: eliminate errors
- Incremental Change
- Attention to details, careful decisions, precise analysis
- Better processes and efficiency, routines
- Roles like organizers and administrators
- Conservative, cautious, logical problem solvers

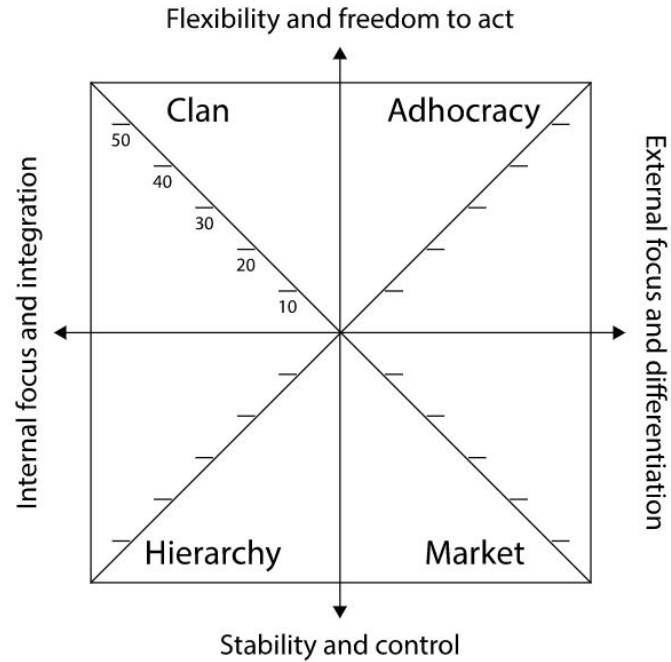


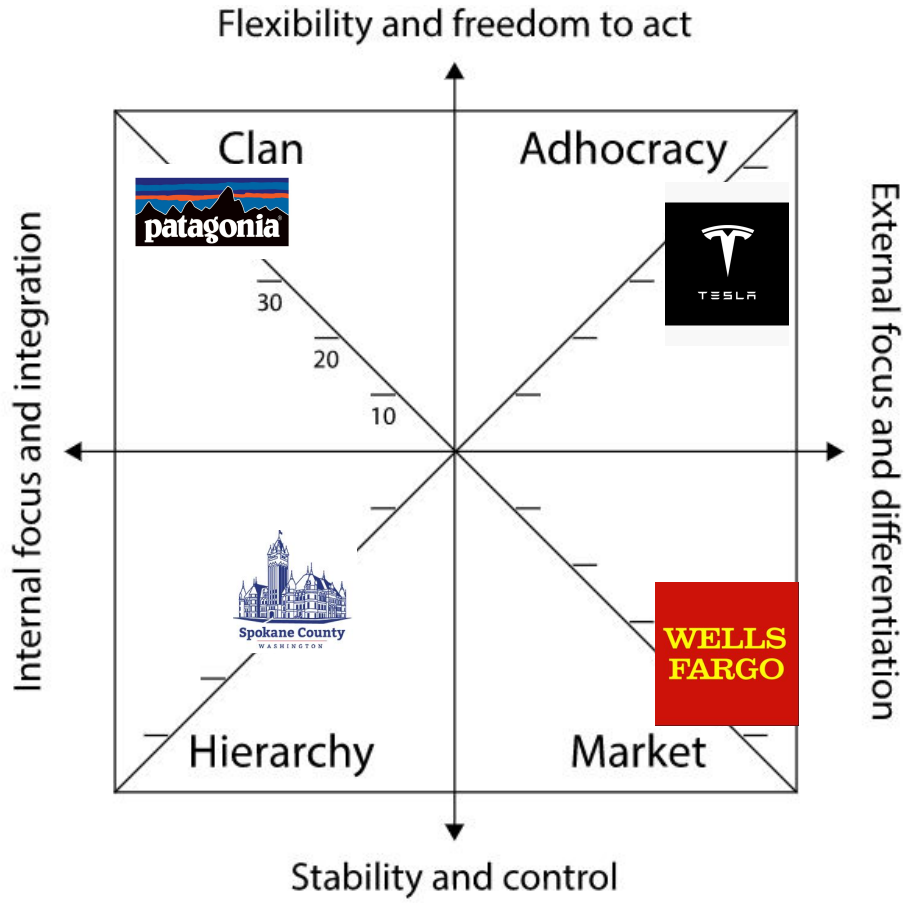
Compete Culture (Market)

- Do things fast: compete, move fast, play to win
- Customer satisfaction, attack competitors, shareholder value
- Speed: results-right-now, getting things done, achieving goals
- Leaders are hard-driving, directive, commanding, demanding



Competing Values Framework





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Sooo... Let's discuss!

What Type of Organizational Culture do we want at Canopy?

1. Creative Culture (Adhocracy)
2. Collaborative Culture (Tribal/Clan)
3. Control Culture (Hierarchy)
4. Complete Culture (Market)

Takeaways

1. Know exactly what type of Organizational Culture Canopy Credit Union has designed and adopted
2. Know what you as a leader will have to do in order to embrace and live Canopy's designed culture
3. Be able to better align your teams' strategies, procedures, and practices moving forward