### Play #22 Exercise: Creating a Culture of Excellence

After you have hired your management team, lead them through the process of defining and implementing your Core Values and Statement of Culture. Use the information in the section “**Guidelines Defining Your Core Values and Statement of Culture”** to perform this exercise.

1. Create a list of topics that define your company’s Core Values.
2. Create a “Statement of Our Culture” document.
3. Display your “Statement of Our Culture” document throughout the workplace.
4. Create a schedule to continually communicate your Culture of Excellence (CE) to your entire team.
5. Delegate to team managers the responsibility of auditing various aspects of the CE policy.

1. Do “CE Walk Arounds” to show the employees that you care about the company’s culture and to see for yourself if the CE policy is being practiced.
2. Institute an “open door” policy between yourself and your managers.
3. Ensure that the “open door” policy is instituted by your managers.