Goskills

Creating a Culture That Inspires Your Employees

GoSkills online course syllabus

Skill level	**Lessons**	**Accredited by**
Beginner	27	Verified by GoSkills

Pre-requisites	**Video duration**	**Estimated study time**
No prior experience needed	1h 21m	1h 21m

Instructor

Aaron Marshall, PhD

Introduction

1 Building a great company culture

Get on Mission Together

2 Honor the past

It's important to know the roots of your company.

3 Identify guideposts: your values

Values are the cornerstone of culture. In this lesson you'll learn how to identify your values landscape.

4 Translate values into behaviors

Values can be vague.

5 Raise your banner

What is your company's cause?

Be Clear From the Top

6 Draw out your hidden culture

Clean out your cobwebs. In this lesson you'll learn to close the gap between how you want work to get done and how it actually gets done.

7 Talk about alignment
Misalignment leads to confusion and frustration.

8 Over communicate change
When things change, there's room for misunderstanding.

9 Create safe feedback loops
Feedback drives clarity and re-clarification.

10 Open communication between layers
Like seeds, trust needs certain conditions to grow.

Build Trust

11 Spend time together
Trust takes time but you can accelerate the process by designing shared experiences.

12 Build social capital
Value personal sharing amongst your employees. In this lesson you'll learn how to fosters empathy and friendship building on your team.

13 Ask for help
Asking for help and receiving it reinforces vulnerability and support.

14 Ask for feedback
Feedback is essential for progress.

15 Assume positive intent
Mistakes happen, but they are rarely rooted in vindication. In this lesson, you'll learn exercises for assuming positive intent, always.

16 Encourage x10
Positive feedback is critical to establishing relational equity.

17 Don't put off difficult conversations
Difficult conversations are easy to avoid, but putting them off only makes things worse.

Build Support Systems

18 Clarify roles, encourage support

Without clear lines, work falls through the cracks.

19 Agree on ground rules

Ground rules make everything run smoother.

20 Assess without blame

Problems arise, but blame doesn't have to.

21 Be available

Regular check-ins with your team are sacred time that belongs to them.

22 Schedule play time together

Fostering relationships extends to fun things, too.

Feed the Culture

23 Use onboarding to teach culture

Start incubating culture from the very first touchpoints.

24 Use working groups to cross-pollinate

You never know where the next best idea will come from. In this lesson, you'll learn how to set up cross-functional groups to ideate and get creative.

25 Use book clubs to accelerate trust building

There's a reason there are so many book clubs out there!

26 Use letter writing to encourage your directs

Everyone wants to be seen, known, and valued.

Conclusion

27 Start building your culture now

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