

Getting your culture right

5 ways to help professional services teams excel through shared performance



The difference between a good professional services organization and an exceptional one isn't methodology or margin. It's the people who deliver the work and the culture that sustains them.

Here are five best practices ZBeta offers for thinking about your organization's culture and how to make it work for your business, your employees, and the clients you serve:

1. Culture is the lifeblood of professional services.

Your internal and external operations are at their best when they proceed from a shared set of behaviors, expectations, norms, and values that shape how your people actually work together when no one is looking. Your culture defines how decisions get made organically during a project. It's there in how work gets done, and in how people treat one another day to day.

2. Understand and embody the talent + culture equation.

World-class talent + exceptional culture = next-level outcomes. Our data confirms this over and over: If you cultivate and sustain a workplace designed for all to succeed, and then hire people who thrive in that culture (rather than simply hiring to fill each role), you build on your company's values in ways that retain the best talent and achieve superior results.

3. Clear the way for individuals to succeed.

Invest in toolsets and management strategies that enrich the employee experience, from onboarding to understanding the nuances of each unique career path. Offer opportunities for continuous learning and development so that employees grow in their role and, in the process, galvanize their combined ability to live your company's values and achieve its business goals.

4. Common garden, vibrant vines.

This is our metaphor for true professional diversity, and it's a durable one at ZBeta. The workplace culture you build should be a productive blend of your people's various lived and work experiences. Hire to include a variety of backgrounds, and you'll get teams that collaborate easily by embracing shared values while also illuminating nuances in perspective.

5. Strive for ego modulation as you hire and develop your people.

Many organizations have great talent but do a poor job of managing the egos that come along with it. Find brilliant people who are comfortable collaborating. We call it "ego-librium"—when putting together your teams, finding that sweet spot for every employee to assert their knowledge fearlessly while making room for the others around them to do the same.



For a deeper dive into the specific ways culture determines professional services success, read our white paper, [Talent + culture: The competitive advantage you can't fake.](#)



Our office:

700 Larkspur Landing Circle, Suite 150
Larkspur, CA 94939

Email and web:

info@zbeta.com
www.zbeta.com

Phone:

(855) 559 2382

