



Welcome to your STV Growth Academy

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The 3 C's of Culture

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The 3C's of Culture

Communication

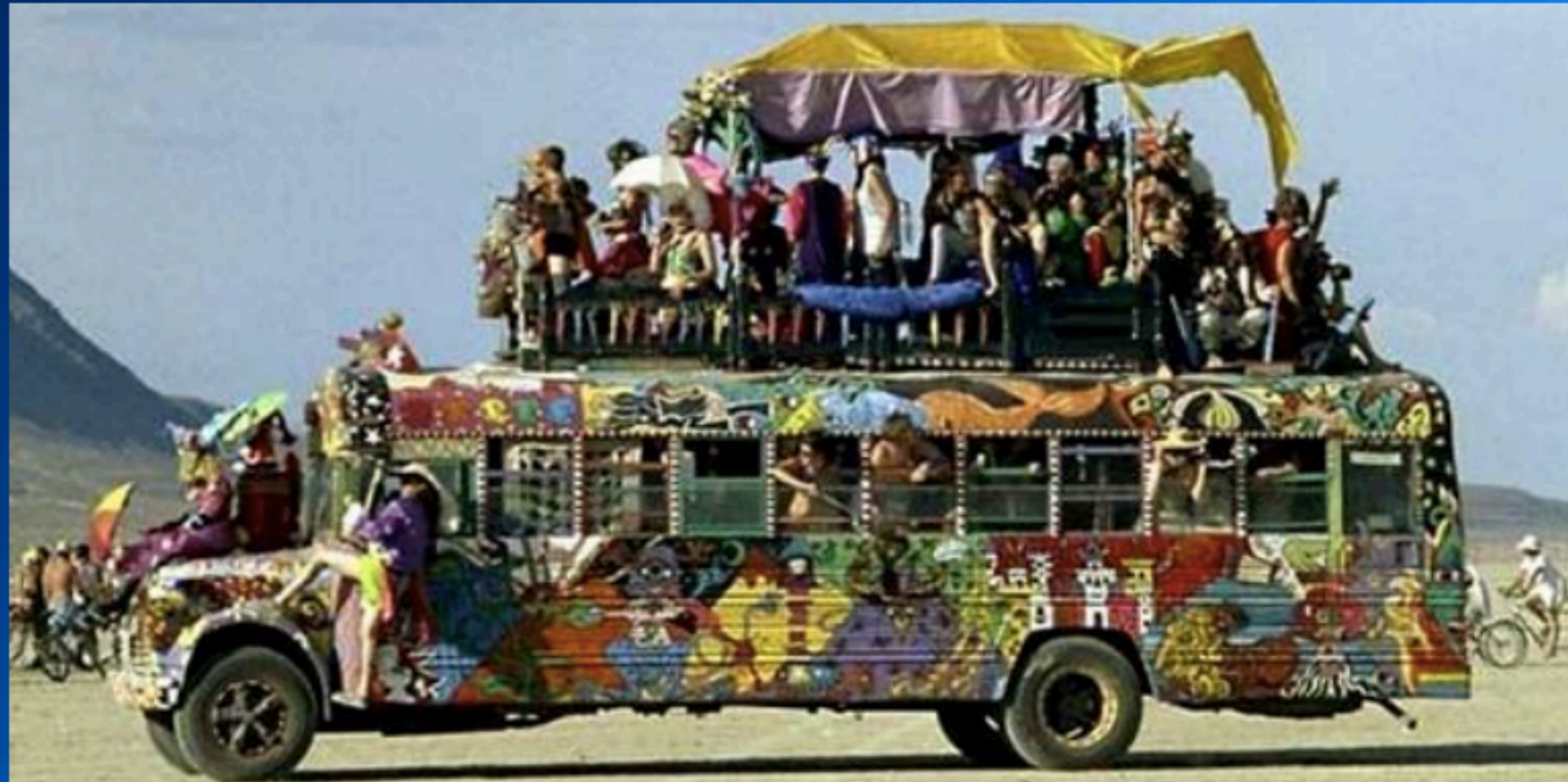
Clarity

Consistency

Communication



Get the right people on the bus



A man and a woman are standing in a news studio. The woman on the left is wearing a blue dress and has blonde hair. The man on the right is wearing a dark suit and a blue tie. They are both smiling. In the background, there is a large screen displaying a cityscape with a bridge and a clock tower. The screen is framed by blue and green geometric patterns.

Clarity

From playing the game to changing the game.

- Clarity starts with you
- Like money, business is means to something else
- Clarity allows passion and purpose
- Clarity makes for easier and better decisions



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- A man with grey hair and a slight smile is standing in a dense, green, tropical-looking environment. He is wearing a bright red vest over a light-colored, button-down shirt. The background is filled with various types of green plants, including large leaves and ferns. Overlaid on the left side of the image is a list of three bullet points in white text.
- Establish clear cut expectation
 - Create a culture of open communication
 - Don't over burden your workforce

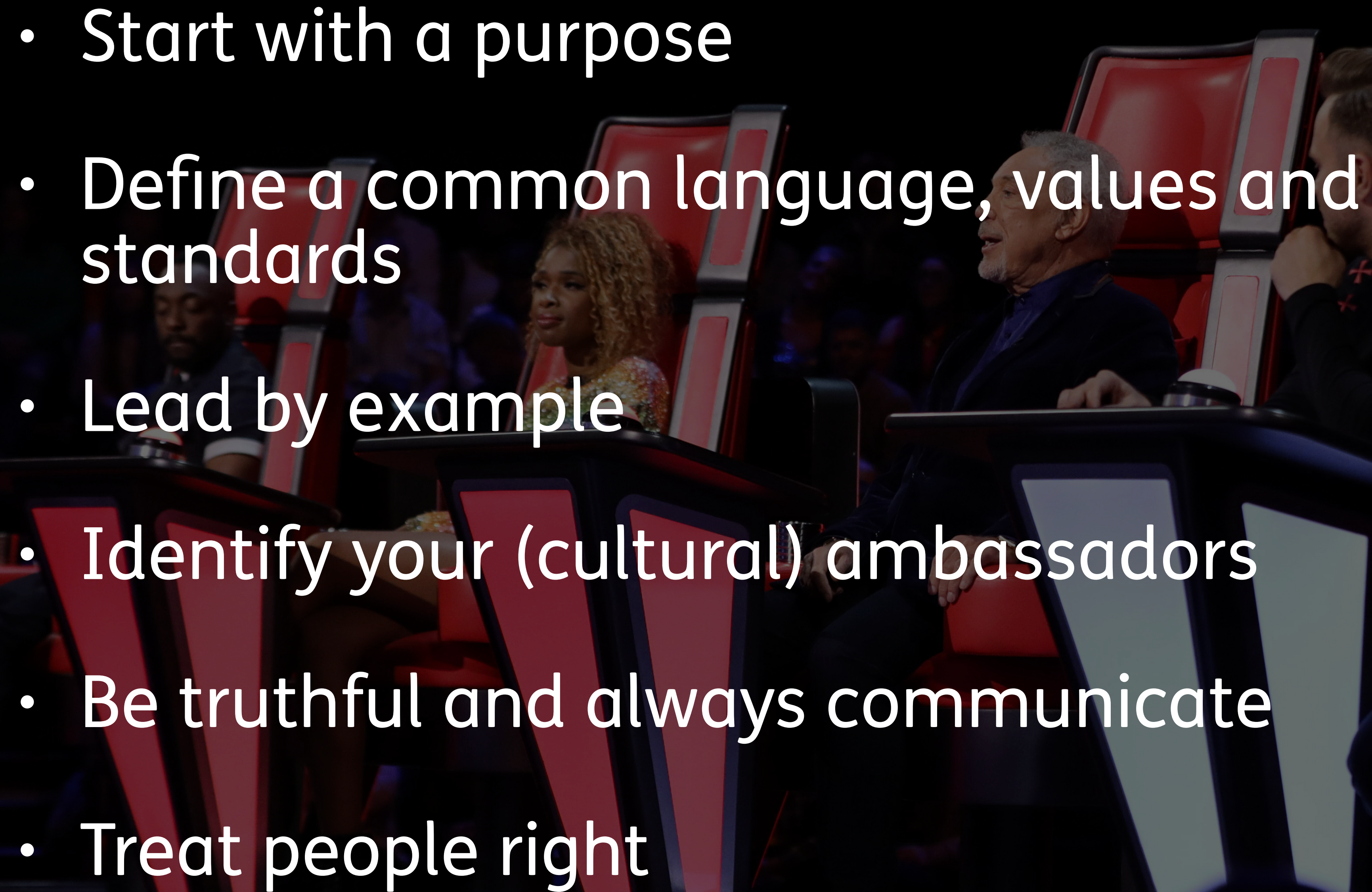
A man wearing a blue shirt, dark pants, and a black hat is playing an acoustic guitar on a stage. He is surrounded by a large amount of falling gold confetti. The background is a bright red wall with a large white star shape. The text "Give it some clarity" is overlaid on the right side of the image.

Give it some
clarity





Consistency

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- Start with a purpose
 - Define a common language, values and standards
 - Lead by example
 - Identify your (cultural) ambassadors
 - Be truthful and always communicate
 - Treat people right

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- A blonde woman with shoulder-length hair, wearing a brown suede-like jacket, stands on the left with her hand on her hip, smiling. A man with dark hair, wearing a green button-down shirt, stands on the right, smiling, with the woman's hand resting on his shoulder. They are in a lush jungle setting with various green plants and ferns in the background. Overlaid on the left side of the image is a list of four bullet points in white text.
- Erratic management behaviour alienates
 - Employee expectations
 - Employee satisfaction
 - Finding the right employees

The 3 C's of Culture

Communication

Keep it regular, open and honest

Clarity

Be crystal clear on vision, goals and ambitions

Consistency

Do what you say are going to do

