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How to Create a Culture that will shape a company

How to create culture that will shape a company into a force that that will stand the test of time

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When we look at the various definitions of culture we can go all the way back to the Roman orator Cicero where the word was used to indicate the *"cultivation of the soul."* This reference to the soul gives us an understanding of the depth of the meaning of the word. This is our first indication of the magnitude of "culture."

My wife and I grow our own cabbage and make our own sauerkraut in large crockery jugs. In studying how to make the sauerkraut the instruction book talked about the bacteria of the culture and how when one traveled to other countries and ate the food in those foreign countries that the bacteria in that food remained in ones gut and became part of the cultures residing in the colon. Therefore one who was well traveled to other countries was referred to as one who was "cultured."

So a culture is something that is not superficial but rather something deep down in your gut.

A scientific definition refers to a culture of bacteria in a closed environment (Petri dish) containing nutrients. So in other words. to keep the culture alive it has to be nourished.

And a definition that best describes the culture of an Network Marketing Organization is learned behavior patterns which are characteristic of the

members of a society or group or organization that are not the result of biological inheritance.

Companies that develop a strong culture survive and become successful.

So how does a company create a culture? They have to have a cause or a crusade larger than themselves. There is innate within the nature of man a desire to attache themselves to a cause of great purpose so they can experience a feeling of contribution or doing something of significance.

Therefore a company must create a strong mission statement and support or promote a worthy cause that will fill the need of people to feel a part of something great.

Once that mission statement has been created and the cause identified it is important to take that message to the distributor organization in a manner that they will rally around the cause and have the common bond of the crusade be the glue that will bond the group together. An MLM company with a strong culture does not need everyone, they just want to find people who belief the way they do.

Following are some of the steps for the corporate staff and the field leaders to message the mission to the distributors.

Communicate with the field to
Cultivate relationships so you can
Connect with your leaders and then
Collaborate with your leaders to develop a
Camaraderie that pulls your distributors into a
Community that becomes
Committed to a worthy and purposeful
Cause that

Creates a unity that gradually becomes a
Cohesive team of like minded individuals that form a
Culture that bonds everyone into a family that will stay together.

Then your distributors will stay loyal to you and your company forever!

Paul Morris is a top network marketer and trainer who has been building marketing organizations for the last 44 years. He is a former Amway Diamond and has been #1 in the nation with several network marketing companies. Paul has used the principles taught in this lesson to build several organizations to in excess of fifty and one hundred thousand distributors. One organization was approaching one half million distributor/customers. Paul has held monthly volumes in his downline alone in excess of ten million dollars. Currently Paul came out of retirement to become an owner/partner in a Network Marketing company that is becoming one of the fastest growing Network Marketing companies in the industry. Paul can be reached at 954 818-0665 or via email at paulmorrisfl@yahoo.com Paul's hobby is growing organic vegetables in his own back yard. He encourages people to "grow what they eat, and eat what they grow." On the social/spiritual side of life Paul has spent much of his free time in Scouting and outreach ministries. He is happily married and the father of three children and has four grandchildren.