

THE NEW TALENT PLAYBOOK *Podcast*

Action Kit

**Why your best
employees stop giving
their best.**

Episode 1 - Season 8

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NEW TALENT PLAYBOOK

Chris Cornelison | Superculture

Chris Cornelison's message is simple and practical: culture is not accidental, and praise is not fluff. In this episode, he explains how leaders create a high-performing environment by defining culture clearly, writing it down, praising what they want repeated, holding people accountable, and protecting the culture through hiring, firing, raising, and praising. Use this playbook to turn those ideas into habits your team can actually feel, measure, and repeat.

1. Start With You

Rule one says culture begins with the leader. If you want an intentional environment, your own habits, tone, and consistency must set the standard. The episode frames leadership as a choice between design and default.

Leadership self-check

Reflection	Your answer
I can describe the culture I want in one sentence.	1 2 3 4 5
My daily behavior matches the culture I expect.	1 2 3 4 5
My team sees me model praise, clarity, and accountability.	1 2 3 4 5

Fill in the blank: The culture I want to create is _____.

One behavior I will change this week to support that culture is _____.

2. Write It Down

Chris says culture should exist in writing or it does not really exist. Keep it short, concrete, and useful in interviews, onboarding, and daily decisions. A few clear lines can align your team faster than a long, vague statement.

Culture clarity table

Reflection	Your answer
Our culture is written down and shared.	Yes / No
It is short enough to use in hiring conversations.	Yes / No
It explains how we work, not just what we want.	Yes / No

Write three phrases that should appear in your culture document:

1. _____
2. _____
3. _____

3. Praise What You Want Repeated

Praise is the engine of the framework. Chris's mantra is to notice the behaviors that move the business forward and call them out specifically. Praise should be frequent, genuine, and tied to outcomes you want to see again.

Praise habit tracker

Reflection	Your answer
I praise specific actions, not just general personality traits.	1 2 3 4 5
I praise enough to make it a habit, not an exception.	1 2 3 4 5
My praise is connected to company goals and customer impact.	1 2 3 4 5

List three people or teams you should praise this week:

- _____
- _____
- _____

4. Hold It Accountable

A praise-driven culture still needs standards. Chris recommends strong accountability, but with a healthy ratio: praise far more often than you correct. The goal is performance with encouragement, not comfort without results.

Accountability reflection

Reflection	Your answer
I address misses directly and respectfully.	1 2 3 4 5
My team knows what success looks like.	1 2 3 4 5
I balance accountability with encouragement.	1 2 3 4 5

What is one standard that needs to be enforced more consistently?

What support or coaching would make accountability easier?

5. Protect the Culture

The final rule is to protect what you built through hiring, firing, raising, and praising. Chris also stresses using onboarding and manager training to reinforce the same values every day, so the culture survives growth, AI disruption, and changing roles.

Culture protection plan

Reflection	Your answer
We hire for culture fit and role fit.	1 2 3 4 5
We reward the behaviors we want multiplied.	1 2 3 4 5
We remove patterns that damage the culture.	1 2 3 4 5

Name one habit, one hire, and one meeting ritual that will protect your culture:

Habit: _____

Hire: _____

Ritual: _____

Final Thought

“Praise what you want repeated.”

— Chris Cornelison

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