

THE QUICK CULTURE TUNE-UP

10 Steps to Spot the Gaps, Close Them Fast,
& Build a Stronger Team



- FROM THE DESK OF **ROB LEVIN** -

Over the past 30+ years working alongside business owners, I've seen one truth play out again and again: Your business will rise or fall on the strength of your team.

The talent game has changed. Today's best people expect more than a paycheck. They want to work in an environment where values mean something, leadership is consistent, and growth is possible. Some companies ignore this reality and stall out, while others adapt and thrive.

This Quick Culture Tune-Up is designed to show you where your culture is strong and where it's holding you back. Use it to spot the gaps, take fast action, and keep moving forward. Small, intentional changes here create outsized results down the road.

Think of this as your first move toward building an unshakeable culture — the kind that attracts and keeps A-players, sets you apart in your market, and frees you to focus on growth. It's also a small preview of what I dive deeper into in my book, *The New Talent Playbook: The Ultimate Guide to Building Your Dream Team*.

Let's get started,



A handwritten signature in black ink that reads "Rob Levin". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.



HOW TO USE THE QUICK CULTURE TUNE-UP

Go down the list. If you can check the box, great – keep reinforcing it. If you can't, don't overthink it.

Use the action steps to close the gap.

- ☐ **1. Our company core values aren't just words – they're lived out by our team, every day.**

If No → Action Steps:

- Evaluate whether you have the right core values. It's fine if they're a little aspirational.
- Call out and celebrate when employees model values.
- Stop tolerating employees who don't – silence equals approval.

- ☐ **2. Underperformance or bad cultural fit is addressed quickly & directly.**

If No → Action Steps:

- Use a simple 3-step framework: Identify → coach → exit if needed.
- Illustrate clear expectations – no one should guess what “good” looks like.
- Remember: A-players don't want to work with C-players.

☐ 3. Communication is open, respectful, and two-way.

If No → Action Steps:

- Hold regular forums where employees can speak candidly.
- Train managers to listen more than they talk.
- If you use anonymous feedback channels, treat them as starting points – but always close the loop publicly so people see action.

☐ 4. You retain your A-players.

If No → Action Steps:

- Ensure compensation is competitive; A-players know their worth.
- Provide upward mobility so they can see a future with you.
- Recognize their contributions in ways that matter.

☐ 5. Hiring reflects your values and attracts aligned talent.

If No → Action Steps:

- Highlight your culture and values in every job posting.
- Include value-based questions in interviews.
- Review and monitor your Glassdoor ratings ([glassdoor.com](https://www.glassdoor.com)).

☐ 6. Your best people refer employee candidates.

If No → Action Steps:

- Ask your top performers what keeps them here – and what doesn't.
- Build a simple referral program (cash, time off, or public recognition).
- Say thank you for every referral, whether you hire or not. It reinforces the behavior.

☐ 7. New hires are set up to succeed from day one.

If No → Action Steps:

- Make expectations clear immediately – what does success in the role look like?
- Clarify who does what on your team and who they can turn to for support. Check in regularly during the first two weeks to answer questions and reinforce alignment.

☐ 8. Your team operates with trust and accountability.

If No → Action Steps:

- Share company results transparently – trust grows with honesty.
- Be clear on who owns what, and assign deadlines.
- As a leader, admit mistakes first – you set the tone.

☐ 9. People see a future for themselves at your company.

If No → Action Steps:

- Talk about career growth at least once a year with every team member. Don't assume they'll bring it up.
- Map clear paths for advancement – even if the next step isn't immediate.
- Invest in training or upskilling so people grow with you instead of outgrowing you.

☐ 10. People are constantly developing and getting better.

If No → Action Steps:

- Offer training and upskilling opportunities at every level – not just for leaders.
- Encourage stretch assignments so people expand their skills on the job. Build a culture where growth is expected – not optional.

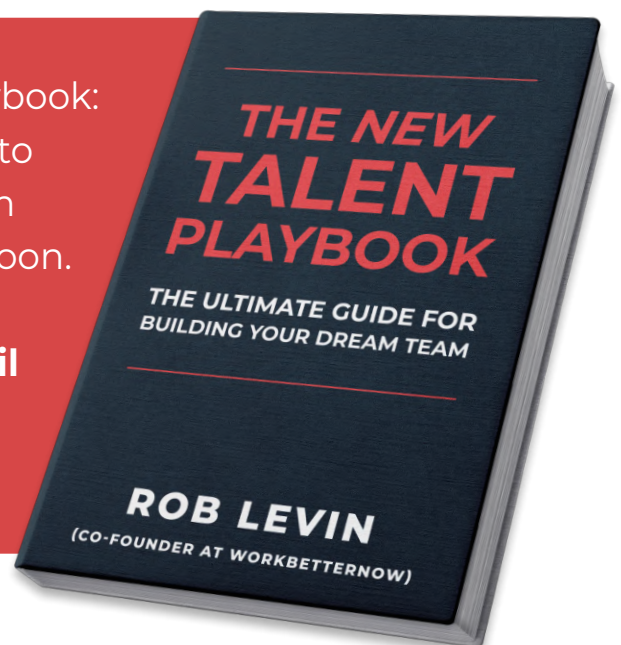
WHAT'S NEXT?

If you saw a few boxes you couldn't check, you're not alone. Even the strongest businesses have culture gaps. The difference between those that stall out and those that thrive? **The ones that take action close those gaps fast.**

That's why I wrote *The New Talent Playbook*. This tune-up is just a starting point. In the book, I go much deeper into how to design your culture, keep your A-players, attract new ones, and build the kind of dream team that frees you to focus on growth.

The New Talent Playbook:
The Ultimate Guide to
Building Your Dream
Team goes on sale soon.

**Stay tuned for email
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