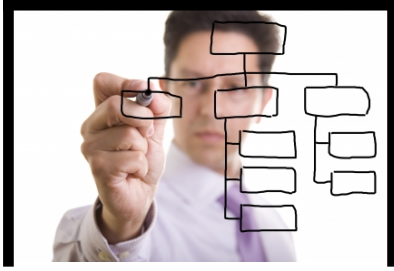


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BNET: Strong Workplace Cultures a Boon for MBO Leaders



Are you a management by objectives (MBO) type of leader? In other words, do you set and communicate high-level goals and let your managers worry about the details of implementation?

If so, entrepreneur Margaret Heffernan argues in a new article on BNET that the cohesiveness of **your workplace culture could make or break your company's chances to fulfill your objectives:**

Getting all those teams to play nice together is one of the jobs of a CEO, not a mere detail to be delegated.

This isn't an argument for micro-management. It's an argument for strong corporate values. What company cultures do, when they work, is tell everyone how to solve the problem: to what standard, applying what values.

Heffernan is spot on, at least according to what we see in Winning Workplaces' employee engagement research. Taking this into account along with the author's advice, I would answer one of the most frequent questions we get – *What are the core steps I should take to create a productive workplace culture?* – as follows:

1. The CEO must be the workplace culture trendsetter.
2. A strong set of core values is a must as they guide everything from recruiting to CRM to employee leadership development.
3. Empower employees to make on-the-spot decisions, trusting that they will do so according to the values you've set.

Next Step: If you're unsure or need a refresher on what type of leader you are, take this free quiz on About.com's Psychology site.

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