

The Culture Code: The Secrets of Highly Successful Groups is a self-help book written by Daniel Coyle in 2017. In this The Culture Code summary, we dive deep into Coyle's perspective on leadership and learning.

Successful teams do not come together by accident. The success of teams that come together also depends on situations beyond their individual abilities. In this book, Daniel Coyle shares the systems of successful teams with us.

The Culture Code Summary with 20 Lessons Learned

Here are the 20 lessons to learn from The Culture Code Summary:

#1 Being Insightful

It is impossible not to make any mistakes, including your team members and you. That's why when someone on your team makes a mistake, you need to take it as normal. Your exaggerated reactions create unnecessary stress.

#2 Characteristics of Your Team

In order to learn about your team's weaknesses and abilities, you must give them the confidence to speak up. They can't be frank with you if they think that they will be criticized when they talk about their weaknesses or that they need to constantly find a way to prove it when they talk about their talents.

#3 Purpose and Target

You should clearly define your company's purpose and goals. You should fully explain these to your teammates. Everyone should know for what purpose they are together and act accordingly.

#4. You Can't Make It Alone

The team is essential. Even in individual sports, there is always a team. You should also give them the value they deserve, without forgetting that your team will lead your company to success. If they feel valued by their leaders, they will do better together.

#5 Show Your Mistakes

One of the best ways to encourage your team is to show that you don't run from your mistakes. If you do not want things that go wrong in your company to be hidden from you, you should encourage them by not hiding your mistakes from your team.

#6 Characteristics of Your Goal

Your goal should be very clear. You should have a goal that can be explained very simply in a few words. If you're after a complex enterprise, a goal that not everyone can understand, the

team working with you may not understand what it is, but think "I'll do my job and get paid until the company collapses". He does not feel like he belongs to the company.

#7 Workspace

Everyone on your team should have their own space, but these spaces should not be far from each other. Everyone should be able to reach and see each other instantly. This closeness makes them feel like we are working together.

#8 Thank you

People in your team are already getting paid for their efforts, but this does not motivate them. If you only focus on money, they will stand by you not to achieve something, but to fill the working hours and go home. Thank them for their hard work and express that you enjoy working with them.

#9 Action Plan

Do you know what to do when everything goes wrong? Do you have a plan in advance for how to deal with when your company can't find cash or if production is disrupted? If not, get together with your team immediately and make your emergency plan. Everyone should know what to do when things go wrong.

#10 Be Mindful of Your Words

If you do not mean exactly what you say, if you speak casually at that moment, if there is an inconsistency in your behavior, this will negatively affect the trust of your team. Say whatever you want to say. Express it when you see their failures as you appreciate their success. Don't be offensive, but be frank.

#11 Physical Contact

One of the most powerful tools to connect with people is physical contact. Simple gestures such as shaking hands and tapping on the shoulder allow you to establish a bond with your employees. They feel closer to you and your intimacy increases.

#12 Speak Concisely

Do not have this conversation, even if it is something important enough to talk about for hours. Because nobody really listens to you for hours. Explain what you want to tell in the shortest sentences possible and in an appropriate language and go about your business. Do not portray a boring leader by giving long speeches that no one will listen to.

#13 Let Them Talk

You need to encourage people on your team to talk to you. But courage alone is not enough. They should enjoy talking to you. If you interrupt or become indifferent while they are saying something, you will never hear from the company again.

#14 Listen Carefully

You make you feel that you are paying attention to a subject with your eyes. If you look the other way when someone from your team is talking to you, you will make them feel worthless. Of course, you won't be staring at it. This look is also threatening. Making normal eye contact during the conversation is enough to show you're interested.

#15 Questions

People like to chat with people who make them talk, not those who can talk well. Ask questions, but these questions should be asked so that they can express themselves, not force them. You don't always have to ask questions about the job. You can also ask simple questions like how was the weekend.

#16 Ideas

A good team can succeed even with a mediocre idea, while a bad team cannot produce a product with the best idea in the world. If you have built a good team, appreciate it. It is not easy to find employees who believe in the purpose and are loyal to you.

#17 Realistic Goals

Tell your team about achievable goals. As a newly established company, if you say to your team that "we will be the most successful company in the world with this product", no one will take you seriously. But if you present sensible goals such as "we will grow 20% every year", you will have the image of a leader who knows what he is doing.

#18 Who Is Smarter?

Do not compete with your teammates against each other. You hired them all because of their different skills and experience. Do not think that performance will increase and make them rivals. Everyone focuses on their own business.

#19 Intelligent Employees

Your team may be smarter and more talented than you. Your job is different, their job is different. You are a leader. Your job as a leader is to determine the purpose of the company, to create a team suitable for this purpose, to manage the team, and to solve the problems. When hiring someone, do not be bothered that some of their features are superior to you.

#20 What Have We Achieved?

Show your team the growth in the company. Share these situations with your team when profit rates increase, when you sell more products or services when your customers are happy to work with you. Let them see the progress and understand that their efforts are not in vain. Share success with them. Seeing this will increase their motivation.

Top 10 Quotes from The Culture Code

1. “Building habits of group vulnerability is like building a muscle. It takes time, repetition, and the willingness to feel pain in order to achieve gains.”
2. “Cohesion happens not when members of a group are smarter but when they are lit up by clear, steady signals of safe connection.”
3. “Give a mediocre idea to a good team, and they’ll find a way to make it better. The goal needs to be to get the team right, get them moving in the right direction, and get them to see where they are making mistakes and where they are succeeding.”
4. “The road to success is paved with mistakes well handled.”
5. “Hire people smarter than you. Fail early, fail often. Listen to everyone’s ideas. Face toward the problems. B-level work is bad for your soul. It’s more important to invest in good people than in good ideas.”
6. “The goal needs to be to get the team right, get them moving in the right direction, and get them to see where they are making mistakes and where they are succeeding.”
7. “Belonging cues are behaviors that create safe connection in groups. They include, among others, proximity, eye contact, energy, mimicry, turn-taking, attention, body language, vocal pitch, consistency of emphasis, and whether everyone talks to everyone else in the group.”
8. “High-purpose environments are filled with small, vivid signals designed to create a link between the present moment and a future ideal.”
9. “Vulnerability doesn’t come after trust - it precedes it. Leaping into the unknown, when done alongside others, causes the solid ground of trust to materialize beneath our feet.”
10. “Although talent feels and looks predestined, in fact, we have a good deal of control over what skills we develop, and we have more potential than we might ever presume to guess.”

Source: <https://oolipo.com>