

# DOES YOUR BUSINESS CULTURE SUPPORT YOUR VISION?

Vision sets the destination. Culture is how you get there or don't. It isn't what's written in a handbook or displayed on posters. It's how people behave when no one's looking. It's how decisions are made, how people treat each other, and what really gets celebrated.

In SMEs, culture is even more powerful because it's personal. People feel things more acutely in a small team. A great SME culture usually has three key ingredients: clear values that are lived daily, open and honest communication, and leaders who walk the talk. Add in accountability, recognition, and trust, and you have something special.

So, we often ask business owners, "If someone spent a day in your business, would they see your vision in action or habits that quietly pull you in the opposite direction?"

A disconnect happens when businesses say they value innovation but discourage risk-taking or promote a people-first culture but ignore employee concerns. Over time,



these contradictions erode trust and become culture killers.

Culture however isn't fixed, it's shaped daily, through small but deliberate actions. Start by defining the culture you need to achieve your vision, then ask whether your team feels it every day. If not, what needs to change?

Culture doesn't just support your strategy; it is your strategy and if you're not intentional

about it, it will shape your business, whether you like it or not. Peter Drucker famously said, "Culture eats strategy for breakfast," a reminder that no matter how well-planned your strategy is, your company's culture will determine its success.

If you'd like to grab a coffee (or tea!) and chat about how we can help shape your business culture that supports your vision, we would love to hear from you!

**Natalie Rich 07779021957**  
**nrich@thealternativeboard.co.uk**  
**Elliot Rich 07730531343**  
**erich@thealternativeboard.co.uk**  
**www.thealternativeboard.co.uk/york**



# UNLOCKING LEADERSHIP POTENTIAL IN TRANSFORMING BUSINESS GROWTH

As a key delivery partner to the York and North Yorkshire Growth Hub LEAD Programme, we have had the privilege of running a six-month Leadership and Management Development Programme, providing business owners and senior managers/directors with the tools to enhance their leadership capabilities and strengthen their organisations.

The programme offered a blend of interactive workshops and dedicated 1:1 support. This structure ensured that participants not only gained valuable insights but also received personalised guidance to apply their learning effectively. The results have been real-time improvements, with many leaders successfully rolling out new strategies, enhancing team engagement, and refining their decision-making processes.

Dean Sharp from Solinear Ltd shared 'Stepping into my first leadership role, this Leadership and Management Development programme has been invaluable in helping



me navigate this transition. The monthly workshops and one-to-one sessions have sharpened my strategic thinking, given me fresh perspectives from other business leaders, and helped me drive discussions around meaningful change across the company. I've always been confident, but this programme has strengthened my ability to back my expertise and make a real impact.'

For any business leader looking to strengthen their skills, build a high-performing team, and drive long-term success, our programmes provide an invaluable opportunity.

We are proud to have contributed to this initiative and look forward to supporting more leaders on their journey in the year ahead.

**Natalie and Elliot Rich, TAB York.**