

Winning Language
Winning Action
Winning Culture

2024 PRPS

RiDE the **TiDE** to **PRPS** *March 12th-15th*
CONFERENCE & EXPO Seven Springs Mountain Resort – Seven Springs, PA



Presenters:
Rameir Martin
MPA, CPRP

A nearly 25-year veteran of the Parks & Recreation field and currently an Assistant Director with Denton, Texas Department of Parks & Recreation.

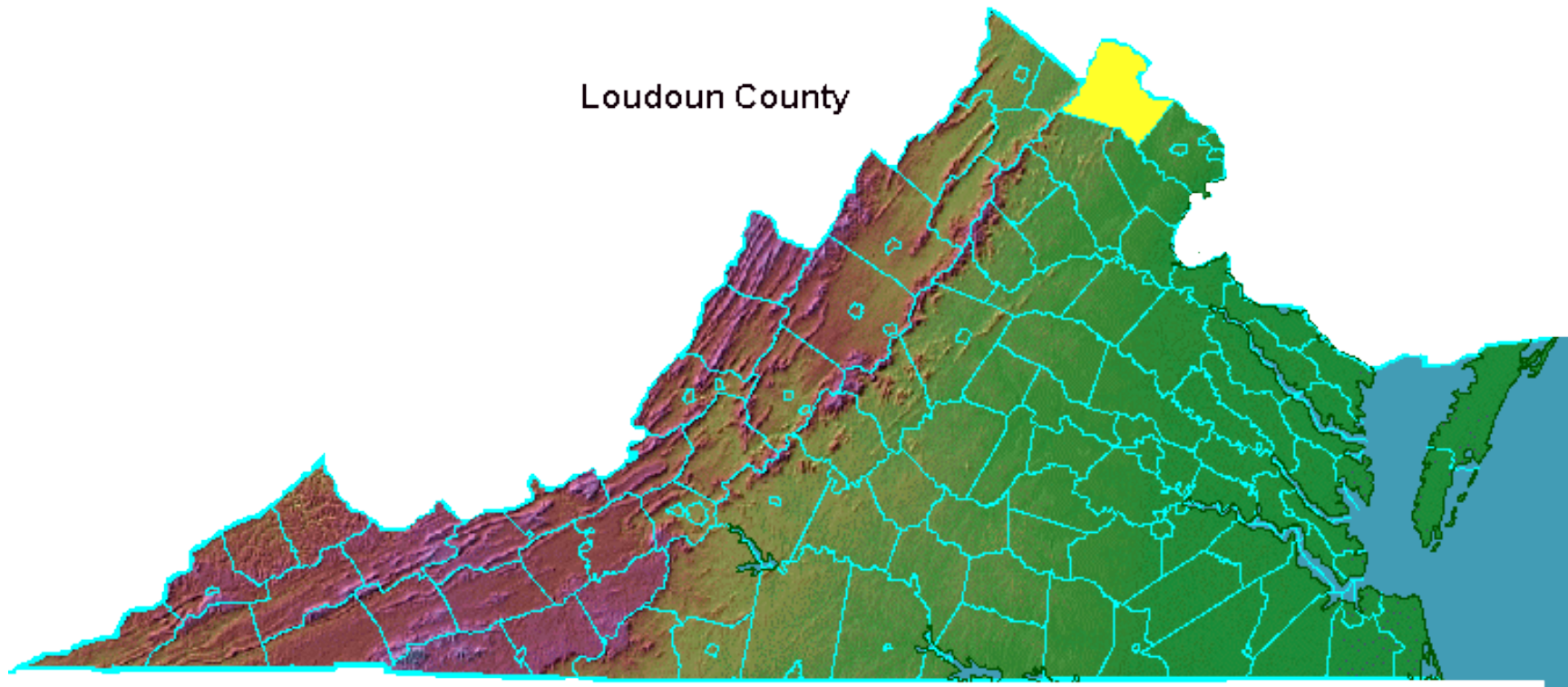


Presenters:

Myla Neal

MPA, CPRE

A 20-year veteran of the Parks & Recreation field and currently an Assistant Director with Loudoun County Department of Parks, Recreation and Community Services (PRCS).



Loudoun County, VA Population 420,959 (2020 Census Data)

**Parks, Recreation & Community Services Department Size:
700+ FT employees; adding temporary/part-time staff 1200+
Annual Budget of \$70 million**

Session Objectives



Identify

Know what makes up your workplace culture.



Assess

Establish tools for accurately assessing your agency's culture.



Start

Create a plan to start improving your agency's culture.

What is Culture?



Who We Are And What We Value

Let's Hear an Example

The Relationship Between Strategy and Culture



Strategy defines direction and focus.

Culture is the environment in which strategy lives or dies.

Peter Drucker's Famous Quote:

“Culture Eats Strategy for Breakfast.”



**POOR CULTURE CAN EAT
AWAY AT YOUR STRATEGY,
MAKING STRATEGY
INEFFECTIVE.**

What Are Your Examples?



Tell us some things you've seen in workplace cultures that negatively impacted your strategy or strategic plans?

How Does Culture Matter to Employees?

- 96% of employees believe showing empathy is an important way to advance employee retention. <https://www.forbes.com/>
- A Columbia University study shows that the likelihood of job turnover at an organization with rich company culture is a mere 13.9 percent, whereas the probability of job turnover in poor company cultures is 48.4 percent. <https://www.entrepreneur.com/>
- According to the Bain survey of 365 companies in Europe, Asia and North America 81% believe that an organization that lacks a high-performance culture is doomed to mediocrity but fewer than 10% succeed building one. <https://www.bain.com/insights/building-winning-culture/>
- Sustained great results depend upon building a culture full of self-disciplined people who take disciplined action...**Good To Great** by Jim Collins.

What We Mean by “Win”



Winning for us is everyone succeeding together.

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What Do you think makes up a winning culture?

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What Do YOU think makes up a winning culture?

**High Performance Values (Language) &
Behaviors (Action)**



Unique Personality & Soul

Winning Cultures Are...



High Performing

“Being the Best”



Great Places to Work

Laughter and
Comradery



Not Afraid to Fail

Taking Calculated Risks

What Does a Winning Culture Look and Sound Like?



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What Does a Winning Culture Look and Sound Like?

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Our Action Plan

We organically followed the Bain & Company's 5 key steps to Building a winning culture:

1. Set expectations
2. Align the leadership team
3. Focus the organization on delivering the business agenda
4. Manage the culture by managing the drivers of culture (six components)
5. Communicate and celebrate



Culture Component #1

**Clear Direction
& Goals**



Loudoun County PRCS

Vision Statement

To make Loudoun the community of choice through outstanding experiences.

Mission Statement

Connect all communities through exceptional people, parks, and programs.

PRCS Equity Statement

We promote diversity, equity, inclusion, and accessibility to remove barriers and create a welcoming environment that celebrates uniqueness and collaboration.

What We're Doing

Loudoun County, VA PRCS

▲ Excellence

We give our best every time.

▲ Collaboration

We create more, do more, and achieve more together.

▲ Innovation

We reach forward with the willingness to learn, grow, and improve.

▲ Integrity

We lead with honesty and respect through accountability and transparency.

▲ Resilience

We rise to the occasion, and we find a way.



Culture Component #2

Community



Culture Component #3

Fairness

What We're Doing

Loudoun County, VA PRCS



Training

Opportunities
Budgets



Development

Professional
Development Plans



Reclass

Reclassification
Requests



Salaries

Market Rates
Compression

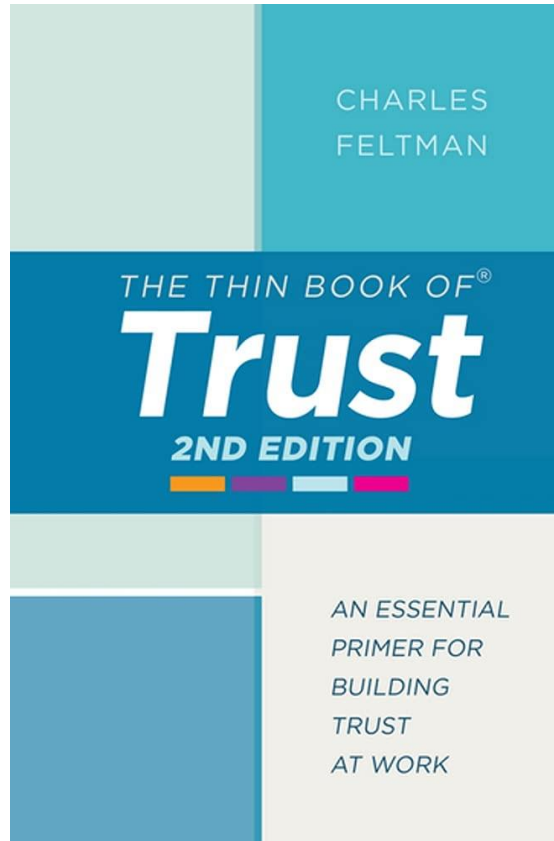


Culture Component #4

Trust & Trustworthy Management

What We're Doing

Loudoun County, VA PRCS



What We're Doing

Loudoun County, VA PRCS

Team Agreements

- **Be kind** – assume positive intent
- **Be accountable**- follow through; take initiative to stay informed
- **Be responsive**- respond in a timely way to each other's requests; respect each other's time
- **Be committed** to the Team's decisions – respect the wisdom of the team when a decision is reached and support it outside the team
- **Be direct** – resolve questions/conflicts directly with the person it involves (don't triangulate)
- **Be authentic** – put your real views out on the table; be honest and candid with each other
- **Be open** – welcome learning about each other
- **Be fully present** – honor each other's time by being there fully
- **Be purposeful** – know our desired outcomes and communicate to staff consistently with a unified, positive voice
- **Be curious** – check in with each other to learn about impacts of ideas or decisions on other divisions and functions



Culture Component #5

Innovation

What We're Doing

Loudoun County, VA PRCS



“Great cultures use technology as an accelerator of momentum, not a creator of it.”

Good to Great



Culture Component #6

Caring

What We're Doing

Loudoun County, VA PRCS



Celebration

Personal Messages

Awards



Encouragement

Assistance

Recognition



Information

Shared at All Levels



Collaboration

Listening

Involvement

How We Assessed Each Component



Surveys & Forums

Culture Surveys

Onboarding Surveys

All Staff Calls



Focus Groups

Smaller Groups of Like Staff

Ensure Managers Attend Separate Ones



Online Tools

Social Pinpoint

Internal Communications Platforms

Winning Language and Winning Action



Start Now!

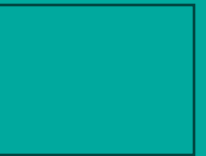
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What is the first thing you plan to do to improve your workplace culture once you leave here?

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Q&A



CONNECT WITH US

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THANK YOU

