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# The "Different Perspectives" Newsletter

It can be fun to step back and look at the world from a different angle. Here, we step back and look at commonly used words in business and life, ask a provocative question, and see what others are doing differently by applying a different lens on life. I hope you enjoy "Different Perspectives" and that you begin to step back when needed and observing what else is possible.

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April 7, 2025

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## Word Choices

**Culture** /Kuhl-cher/, Noun/Verb, Def - *"the behavior and beliefs characteristic of a particular group of people, as a social, ethnic, professional, or age group. The values, typical practices, and goals of a business."*

The word "culture" has become a very popular one that seems to be tossed around the business world rather loosely and openly but what does it really mean? Business will say they have a great culture, or that culture is their highest priority, but is that true and is it just a sales pitch to attract employees? Or, does it REALLY mean something to the business and do they live it?

Would you be able to know and understand a business's culture by walking in the front door or does it take time to get the feel for it? My experience is that leaders often talk about culture as the most important thing in the business but rarely do they put time and effort into creating, cultivating, and nurturing it. Many often throw core values, mission, and vision out there as the defining points of their culture, but if you really dig into those three things, mission and vision are often confused or duplicated or just used as a slogan and the core values are often more aspirational or idealistic.

There are many books, podcasts, and even assessments that look at culture, such as the "[Culture Index](#)" that promise to bring people together, match potential candidates to be the perfect fit, or profess to have the magic tool to improve a business's culture. The reality is that you can create a culture within a business during a period of time where you have a group of people that match the described culture, however, as time marches on, and so do people who come and go, is the culture ever updated or maintained or educated to the new additions? I am not sure I have seen a P/L statement that had "culture enhancement" or program listed which leaves me to wonder what companies do to make sure that their culture is relevant and alive in their business.

Culture is a like a living, breathing being, it needs attention, nurturing, support, and occasionally to be revisited due to growth of the company and the changeover of staff. If you feel that your culture in your business is alive and well, good for you, you are one of the unique ones. If the culture feels stale or non-existent, maybe it is time to dedicate some attention to it to bring your people together.

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## Questions of the Week

1. How would you define the culture at your place of work?
  2. When was the last time you addressed or supported the culture in your business?
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## Lessons from the Camino

While wandering 500 miles across Spain last year, I was always fascinated by the culture within Spain and how the Spaniards live their lives. No matter where you were in the country, fiestas were abundant. In speaking to the locals, they clearly acknowledged that celebrations and community fiestas were a part of their culture and livelihood. Talk about a living and breathing culture!

In speaking with a taxi driver on my way to the start of my destination, his response to my question after seeing a local fiesta going on was "we celebrate every day." That seemed to carry over through most of the small towns I traveled through - there always seemed to be a celebration, fiesta, gathering, or party of some sort. In one town, Mansilla de las Mulas, a small municipality of 1700 or so, the town was decorated and I got to see a parade down the narrow streets, the costumes, and musicians playing as they marched and I was left with a thought, "wow, they have a wonderful life!"

Unfortunately, that celebration extended past midnight with a 15-minute firework show that woke me from a deep sleep after walking a brief 12 miles that day.

How can we bring a bit of Spain into our lives? How can we celebrate life more? How can we bring our communities together more? They are certainly doing something right over there!

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## Books Recommendations

I am adding a new wrinkle to the Different Perspectives newsletter by offering a suggested book list around the word topic of the week. The book recommendations will come out once a month (because I can't read faster than that!). I hope you enjoy these recommendations. Note: I don't get any kick-backs or referral money for these, I just want to share good books with others.

["Culture Code", by Daniel Coyle](#)

["Good to Great" by Jim Collins](#)



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