



RECIPROCITY RING



BUILDING A COMPANY CULTURE OF CURIOSITY

By Lance Shaffer

SOAR employees recently enjoyed their latest “Reciprocity Ring” collaborative professional development session focused on “building a company culture of curiosity”. The group used a recent Harvard Business Review article by Scott Shigeoka “4 Phrases That Build a Culture of Curiosity” as the foundation of our discussion.

SOAR participating members quickly identified that having leaders who actually get to know the members of an organization are viewed quite favorably. These leaders establish a positive corporate culture by using a much deeper level of interest in the people of the organization. Digging deeper could be as simple as a leader participating in a company social or having a conversation about a common interest or sharing about family. Connectivity may also be demonstrated by asking members of the team what they think of a relevant company topic or having them participate in forums where they can meaningfully contribute or participate in corporate missions.

Members also identified times where leaders should have an awareness of special situations that could affect the corporate culture. A leader should be situationally aware of the special situation, whether it be related to an event, a person, or any other issue. This awareness can be garnered by getting to know your people by digging deeper and firmly establishing a culture of curiosity in your organization.

Joining the “Reciprocity Ring” is much like having access to a library of valuable case studies in real time, and being able to ask further questions of the authors. It is just one of the ways that SOAR team members work together to become more than the sum of our parts.
