

We are
for GoodSM
STUDIOS

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MODERN

Scaling for Good

with Mike Beckham

LIMITED PODCAST SERIES

Guidebook

Hi, friend.

Mike Beckham here, co-founder and CEO of Simple Modern. When my co-founders and I started Simple Modern in 2015, we wanted to start a different kind of company. A company built on relationships, generosity, and excellence. Today, Simple Modern has grown into a nine-figure company with a thriving workplace culture and is living out our mission to give generously.

I've certainly learned a lot along the way, and now I am excited to share some of the things I've learned with you. This limited podcast series, *Scaling For Good*, is your playbook for how to start, build, grow, and give generously.

In each episode, I break down a principle that I've learned that will help transform your business, organization, or just about anything you are building. This guidebook will help you get the most out of this series and includes an overview of each episode, reflective questions, key takeaways, and additional resources. If you have questions after you listen or want to share what you learned, feel free to tweet me at @mikebeckhamsm.

Whether you're the leader of a nonprofit, a bootstrapping entrepreneur, or for-profit executive, these principles apply to you, and you too can create a positive, redemptive impact on the world.

Let's get started!

Mike



Subscribe today
at scalingforgood.com

Ep 01

Start with Culture

Overview

This episode is all things culture which is the foundation for any long lasting organizational success. We will hear stories of culture in action, get a definition of culture, learn what we need to do to set it in our organization, and finally understand what we must do to keep the culture we want to have.

Questions

- **Do you know what your value hierarchy is in your organization? Does everyone on your team?**
- **What are the behaviors and outcomes that are encouraged or discouraged through promotions, through raises, through affirmation, and through recognition in your organization?**
- **Does your culture lean toward challenge or support? Is it consistent across teams?**
- **If it leans toward support, is there a challenging conversation that you need to have to raise the level of a team or team member? If it leans toward challenge, who do you need to encourage today so that they know you care and are supporting them?**
- **Is everyone held to the same standard in your organization, or can certain people get away with unhelpful behavior?**
- **Does everyone in your organization feel responsible for the culture? Has that expectation been clear?**
- **What actions do you need to take to ensure your whole team knows what the values are, feels ownership of the culture, and is rewarded for the behaviors and attitudes that you want to see on a day to day basis?**

MIKE DROP
MOMENT



Healthy culture is an environment that helps everybody thrive.

Mike Beckham