

# #59: Culture

With Drs Dave Nicol and Dermot McInerney



"Culture, to me, is the summation of the behaviours that play out between a group of people that becomes the accepted norm."

## **The four most effective things leaders can do to influence culture.**

1. Set the vision for the business.
2. Make time to lead your team effectively.
3. Address behaviours that don't fit with your culture.
4. Find and recruit the right people.

About Dr Dave: <https://www.drdavenicol.com/about>

VetX International: <https://www.vetxinternational.com/>

The leadership report: <https://bit.ly/VetLeadershipReport>

Seth Godin on culture: <https://seths.blog/wp-content/uploads/2013/07/2017-people-like-us.pdf>