

Introducing The Company Charter

One simple tool I suggest is the Company Charter. By setting out your doctrine, the way you want your business to exist in a simple Company Charter that is visible to all parts of the organisation, you can remind everyone each day of what success looks like for your business.

Your doctrine is simple, it is the basis of how you do business, every day, in everything you do.

So what does a Company Charter look like? Here's an example to get you started, you can modify it as you wish:

1. We live by our values
2. We respect everyone
3. We're honest with each other
4. We acknowledge areas of development needs
5. We empower everyone
6. We recognise and celebrate differences
7. We reward behaviours as well as achievement
8. We lead from the front, back and sides
9. We set an example to our colleagues, customers and industry
10. And... We follow the principles of greatness every day, in everything we do
11. 'We expect every colleague to do their best, to give 110% of their effort every day to their tasks, their team and their managers. In return we will give every colleague the opportunity to thrive, flourish and excel, to follow their dreams and be part of a great organisation.

12. We expect everyone to respect each other and to act appropriately and professionally at all times. With mutual respect we can work in a harmonious environment without the need for written rules and regulations as we believe all our colleagues have it within them to work professionally with the people around them.
13. If you feel that you are not able to perform effectively in your role we encourage you to discuss this with your manager and colleagues so that you may be given the support you need to succeed.
14. When it is time to move on, we extend the mutuality of trust that you will know when to walk away with your head held high saying I gave it my best, I have learned valuable skills which I can take forward to the next chapter in my life and I leave behind great friends but take with me great friendships forever.'

"A good cult delivers on its promises. A good cult nourishes the needs of its members, has transparency and integrity, and creates provisions for challenging its leadership openly. A good cult expands the freedoms and well-being of its members rather than limits them."

[Philip Zimbardo](#)