

Building a high-performance culture

How to align culture with strategy for maximum impact

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1. What is a high-performance culture?

- A culture where employees are engaged, aligned, and equipped to deliver exceptional results.
- It's not about perks; it's about creating an environment where top performance is the norm.

Insight

- High-performance cultures aren't accidental- they are engineered by leaders who prioritize culture as much as strategy.



3. Why High-Performance Culture Matters

01



Boosts Productivity:
Engaged employees are 21%
more productive.

02



Drives Innovation: A high-
performance culture
fosters creativity and

03



Enhances Retention: Top
performers stay where
they're valued.

04



Supports Strategy
Execution: Alignment
ensures every action

Example:

Microsoft's Turnaround: Satya Nadella's focus on collaboration and learning shifted Microsoft from stagnation to a \$2 trillion market cap.



4. The Cost of Mediocre Culture



70% of employees say culture impacts their ability to do their best work.



Disengaged employees are 60% more likely to leave.



Toxic workplaces lose 15% of productivity to internal conflict.

Case study:

Wells Fargo: A toxic sales-driven culture led to widespread unethical behavior and billions in fines.



5. Key Areas for Feedback

Values

Establish principles that inspire and guide.

Attitudes

Foster mindsets that align with performance goals.

Knowledge

Ensure teams understand the “why” behind performance

Skills

Provide the tools and training needed to deliver exceptional results.

Scenario

*A logistics firm used **VAKS** to shift from reactive to proactive customer service, reducing delays by 40%.*



6. Scenarios of High-performance Culture

Scenario 1

A Kenyan tech startup embraced a culture of risk-taking and experimentation. Leaders rewarded innovative failures as learning opportunities, resulting in a 200% increase in product rollouts within a year.

Scenario 2: Customer-Centricity

A Tier 2 financial institution in Uganda revamped its culture to prioritize customer empathy. Employees were trained to resolve issues on the spot, increasing customer satisfaction by 25%.

Scenario 3: Operational Excellence

A manufacturing company in South Africa introduced cross-functional collaboration as a cultural norm. By breaking silos, they cut production cycle times by 30%.



7. Barriers to High-Performance Culture

- Challenges:
 - Leadership misalignment: Leaders talk the talk but don't walk the walk.
 - Resistance to change: Employees cling to “the way things have always been done.”
 - Lack of accountability: Mediocrity goes unchallenged.

Example:

A Tanzanian energy firm tried to scale but failed due to poor collaboration. Leaders failed to model teamwork, and silos persisted.



8. How to Build a High-Performance Culture Steps



Define high-performance values and behaviors.



Align leadership actions with the desired culture.



Train employees on skills needed for exceptional execution.



Regularly measure and refine culture initiatives.

Insight:

Culture isn't set in stone—it's an evolving ecosystem.



9. Case Study: High-Performance Culture in Action

- **Scenario:** Tier 2 Financial Institution in Uganda
- **Challenge:** Low employee morale, siloed operations, and customer complaints.
- **Solution Using VAKS:**
- **Values:** Defined “Collaboration” and “Accountability” as core principles.
- **Attitudes:** Shifted mindsets through leadership transparency and employee workshops.
- **Knowledge:** Created a culture playbook to clarify expectations.
- **Skills:** Trained teams on customer empathy and cross-department collaboration.

Results

↑ 40%

Engagement ↑ 40%.

↑ 25%

Customer satisfaction ↑ 25%.

↓ 30%

Operational delays ↓ 30%.



10. Culture as a Competitive Advantage

Examples:



01

NETFLIX

Their “Freedom and Responsibility” culture empowers employees to make decisions, fostering agility and innovation.



02

AMAZON

A culture of relentless customer obsession drives market dominance.

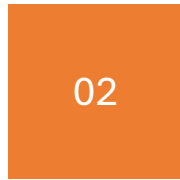


11. Call to Action

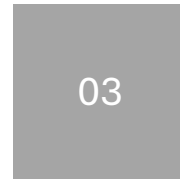
Your next steps



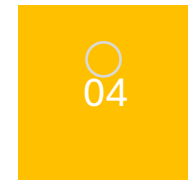
Start with a Culture Audit:
Identify where your current culture supports-or undermines-your strategy.



Implement the VAKS Model:
Build values, attitudes, knowledge, and skills for high performance.



Align Leadership:
Ensure leaders are modeling the culture you want.



Measure and Refine: Track progress and adapt to maintain momentum.

“High performance isn’t luck—it’s leadership. Build the culture, and the results will follow.”



11. Thank you

SCAN ME



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CULTURE

Thank You



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