

Creating a People- Centered Organizational Culture





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Engagement (HOME) Team



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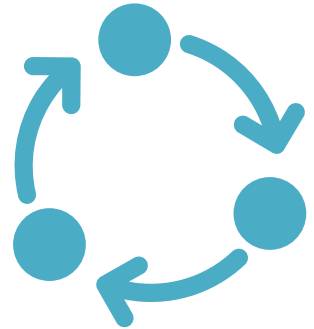
Community Outreach Director,
Habitat for Humanity of the Greater La
Crosse Region

Activity

CIRCLE OF TRUST

Circle of Trust Exercise

- Utilizing the Circle of Trust handout, list the initials of 6 - 10 people whom you trust the most who are not family members.
- Then place check marks by the demographic markers you have in common with them.





Introductions

Session Goal

Explore practices and resources to help you foster an **internal culture and external **community engagement** and impact, that **centers people** at the core**

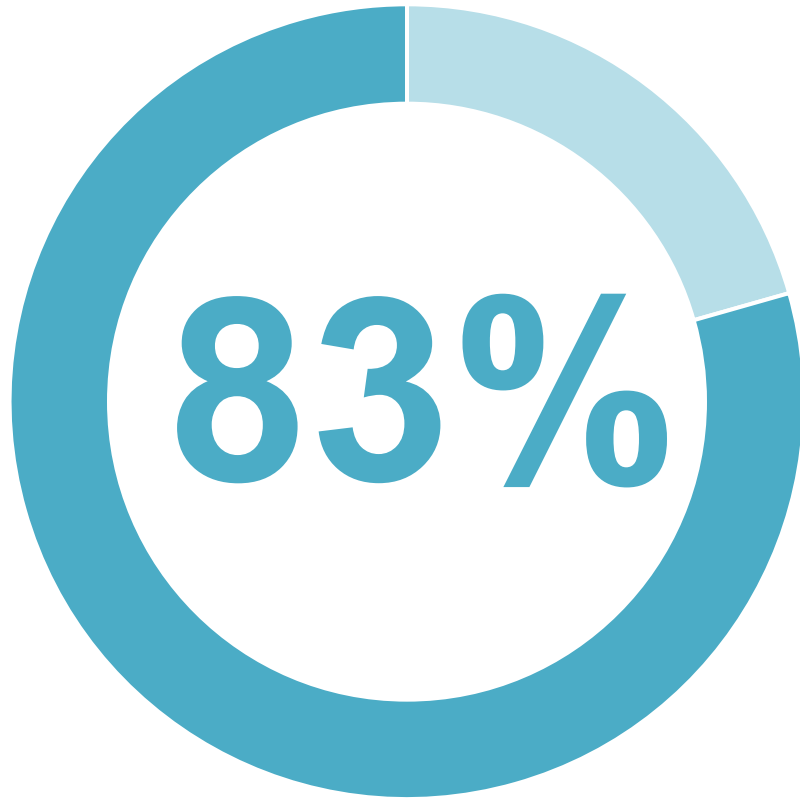
Learning Objectives

By the end of the session, participants will:

- **Explore aspects of fostering an organizational culture where every employee feels seen, recognized, and valued**
- **Identify key barriers to being people-centered**
- **Examine characteristics of being a people-centric organization**



Defining What It Means To Be People- Centered



of organizations want to
build a more “people-
centric culture

Source: 2023 Workplace Learning Report

Small Group Brainstorm:

What does it mean to you to be people-centered?

Five Key Aspects



**Foster a culture
where
employees feel
valued**



**Focus on a
qualitative, not
quantitative,
sense of
purpose**



**Prioritize
solutions that
help employees
do meaningful
work**

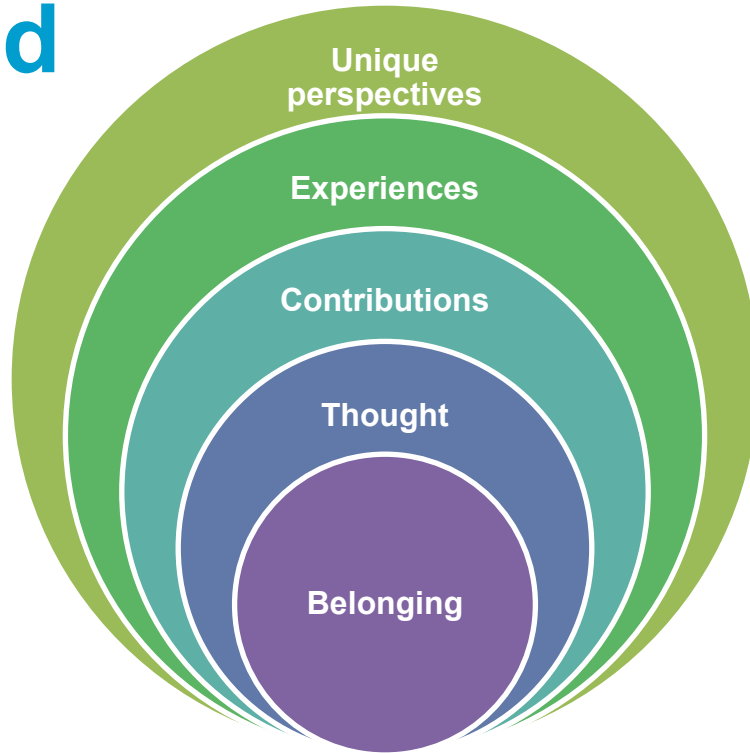


**Continuous
Feedback**



**People-
centricity makes
your
organization
more attractive**

Foster a culture where employees feel valued



**Focus on a
qualitative, not
quantitative, sense
of purpose**



Prioritize solutions that help employees do meaningful work



People are the final product

Provide continuous feedback



Encourage growth by showing employees their progress and motivating them to reach the next level



Create a coaching culture with a people-focused workplace that tells employees you're committed to their well-being and long-term success



Make data-driven decisions and reward employee development

People-centricity makes your organization more attractive



Improve
Productivity



Increase
Retention



Enhance
Wellness



Common Barriers to Culture Change

Pair and Share:

What barriers might a leader face when trying to shift their organizational culture to be more people-centered?

Common Barriers

**Change
resistance**

**Ingrained
behaviors
and attitudes**

**Lack of
clarity**

**Lack of
resources**

**Lack of
leadership**

**Short-term
focus**



Living Out Being People- Centric



Employee-Motivated



Behavior-Oriented



Values-Based



Consistent



Employee-Driven



Focused on Learning

Employee-Motivated

“You'll want to serve your internal employees just like you would your external customers. Work to understand their mindsets, interests, their needs, and then figure out how to meet those needs.”



-- Sara Canaday, Leadership Strategist

Values-Based



Shared Values



Guiding Principles



Employee
Engagement



Positive Impact



Ethical Decision-
Making



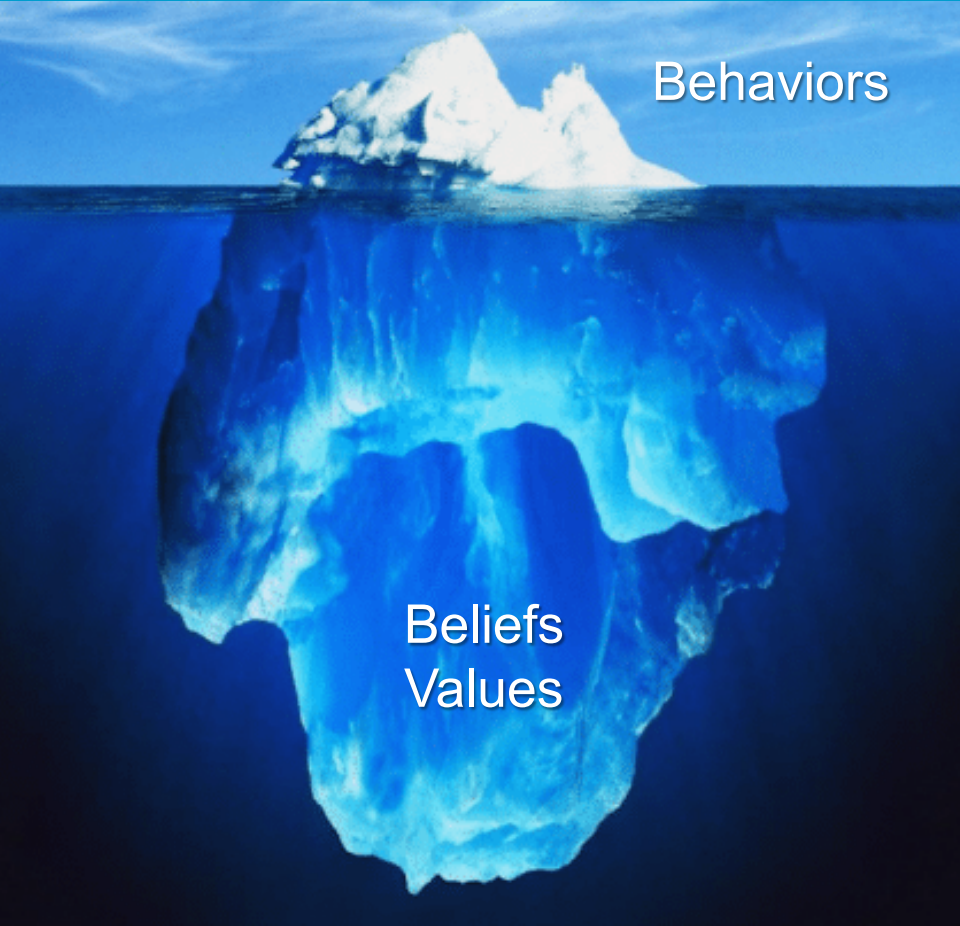
Alignment

Employee-Driven



“While leaders should lead culture, they surely shouldn’t do it alone.”

-- Catherine Mattice, Culture Consultant



Behavior-Oriented

The best way to translate values into real day-to-day action is to determine how each value should guide concrete behaviors

Consistent

- Meaningful change isn't going to happen if you don't follow through
- Consistency is mandatory
- The values of your new culture need to be part of everything you do

Focused on Learning



Motivation

tie skill and behavior development to each employee's career development



Education

provide education and critical context for understanding how to acquire skills and behaviors



Resources

provide employees access to ongoing skill development and give them everything they need to pursue it



Habitat
for Humanity®

Case Study Habitat for Humanity of the Greater La Crosse Region

Case Study

Habitat La Crosse



Our mission

Bring people together to provide and preserve affordable housing opportunities and create a community where **all feel they belong.**



Understanding our local history

With the support of:

- ☐ Cost of Home grant
- ☐ Housing Advocacy Committee
- ☐ Local history resources
- ☐ Staff + board

Then + Now:

Housing Access, Insecurity, and Discrimination in La Crosse



TABLE 10 – HOMEOWNERSHIP AND RENTAL RATES BY RACE AND ETHNICITY

Race/Ethnicity	City of La Crosse		
	Owner Households	Renter Households	Home-ownership Rate
Non-Hispanic			
White	10,185	9,330	52.2%
Black	0	245	0.0%
Asian	265	320	45.3%
Native American	4	120	3.2%
Other	4	80	4.8%
Hispanic	105	125	45.7%
Total	10,565	10,220	50.8%

Note: Data presented are number of households, not individuals.

Source: CHAS

2018-2022 Analysis of Impediments to Fair Housing Choice

YEAR	BLACK POPULATION
1852-1906	1-2% (on average)
1910	0.002%
1920	0.001%
1930	0.0009%
1950	0.0006%
1980	0.003%
1990	0.007%
2000	1.6%
2010	2.3%
2020	2.45%

500 MEMBERS IN LA CROSSE, IS CLAIM OF KU KLUX HEAD

King Kleagle of Wisconsin Says
Order Has 15,000 Members
in the Entire State

ORGANIZERS WERE IN CITY
DURING SUMMER AND FALL

Plans also Afoot for Organizing
Women's Auxiliary

THE Ku Klux Klan claims an enrollment of more than 15,000 members in the state of Wisconsin, 500 of them in La Crosse, according to figures given out by William Wieseman, king kleagle for the state, with headquarters in Milwaukee. Wieseman has just returned to Wisconsin from a conference of king kleagles at the national headquarters in Atlanta, Ga.

Busy Here for Months

Organizers for the Ku Klux Klan have been busily engaged in La Crosse for the past six months. A particularly active membership campaign was staged last summer and early in the fall, two organizers liv-

City 'Out Of Bounds' For Negro Soldiers

Because of the attempted attacks on La Crosse young women Saturday night, the city has been placed on the "out of bounds" list for all Negro Soldiers at Camp McCoy, except sergeants who live in the city.

Police were notified of the order Monday night by camp authorities. Four sergeants who reside in the city with their families will be permitted the freedom of the city by their commanding officers.

PROTECTIVE COVENANTS AND RESTRICTIONS
APPLICABLE TO CLIFFVIEW ADDITION TO THE
CITY OF LA CROSSE, LA CROSSE COUNTY, WISCONSIN

For the benefit of the respective owners of Lots or parcels of land located in Cliffview Addition to the City of La Crosse, the following restrictions and covenants shall apply to all lots in said addition, and shall run with the land and be binding on all owners of said property until January 1, 1966, at which time said covenants shall be automatically extended for successive periods of ten years each, unless by a vote of a majority of the then owners of the lots it is agreed to change said covenants in whole or in part.

If the parties hereto or any of them or their heirs or assigns shall violate or attempt to violate any of the covenants herein contained, it shall be lawful for any other person or persons owning any real property situated in said addition to prosecute any proceedings at law or in equity against the person or persons

back line.

(e) No noxious or offensive trade or activity shall be carried on upon any lot, nor shall anything be done thereon which may be or become an annoyance or nuisance to the neighborhood.

(f) No trailer, basement, tent, shack, garage, barn or other outbuilding erected in this Addition shall at any time be used as a residence, temporarily or permanently, nor shall any structure of a temporary character be used as a residence.

(g) No person of any race other than the white race shall use or occupy any building or any lot, except that this covenant shall not prevent occupancy by domestic servants or employees of a different race who may be domiciled with the owner or tenant.

(h) No dwelling costing less than Four Thousand (\$4,000.00) Dollars shall be permitted on any of the following lots in this tract, to-wit: All lots in Blocks One (1), Two (2), Three (3) and Four (4), and Lots One (1) to Eleven (11), inclusive, in Block Five (5). No dwelling costing less than Thirty-five Hundred (\$3500.00) Dollars shall be permitted on any of the other lots in this tract. The ground floor area of the main structure, exclusive of one story open porches and garages shall be not less than six hundred fifty square feet in the case of a one story structure and not less than four hundred fifty square feet in the case of a one and one-half or two story structure.

(i) An easement is reserved over the rear two and one-half feet of each lot for utility installation and maintenance, and any easements shown upon the recorded plat are likewise reserved. The easement for this purpose as to Lots Three (3) to Six (6), inclusive in Block Seven (7) shall be five feet in lieu of two and one-half feet.

My commission expires My Commission Expires Feb. 7, 1943

Recorded June 20, 1941 at 3:00 P.M.



What next?

Advancing Black Homeownership grant proposal

1. Assess homeownership application experience
2. Host trainings with staff and board about cultural humility and mission-drive organizational culture
3. Share findings publicly

1. Assess homeowner application experience

- Review past applications to better understand demographic data

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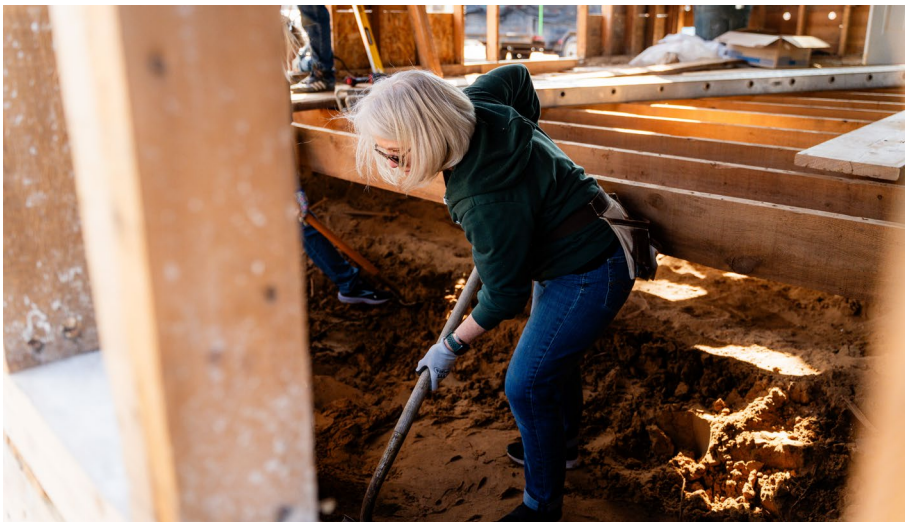
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- ❑ Offer 1:1 conversations
- ❑ Study application content + make improvements

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- ☐ Review past applications to better understand demographic data
- ☐ Host listening sessions with current homeowners
- ☐ Offer 1:1 conversations
- ☐ Study application content + make improvements
- ☐ Collaborate with local partners to improve outreach

Application changes

- Revise home visits
- Crystal clear directions
- Remove unnecessary asks
- Update jargon-y language



2. Host trainings

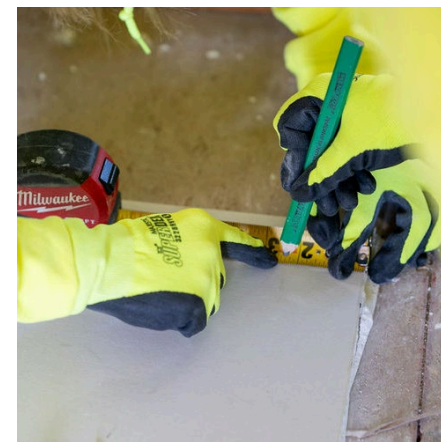
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- ☐ Make it relatable to Habitat



3. Publicly share findings

- ☐ Commit to transparency
- ☐ Hold ourselves accountable

Any questions?





Reflection & Commitment

Individual Reflection

Identify two (2) things can you commit to do in the next 60-90 days to become more people-centered at your affiliate?



Thank You!
HEady@habitat.org

Share your
feedback!