# Culture Erosion

/ˈkəl-chər i-ˈrō-zhən/

**noun**

### Definition:

The gradual weakening or loss of the **shared values**, **behaviors**, **trust**, and sense of **connection** that once defined an organization’s identity — often occurring quietly over time as the company scales or undergoes change.

Check out the symptoms >

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# The Symptoms

- 😞 Drop in engagement & morale
- 🚪 Increased turnover
- 📡 Breakdown in communication
- 🎯 Missed goals and CYA mentality
- 🧩 Misalignment of values
- 🔒 Loss of trust and psychological safety
- 🧱 Leadership gaps friction with managers
- 🐢 Decrease in productivity
- 💡 Lack of innovation

Get the Solution >

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# The Solution

You have to be proactive to counteract the natrual entropy of culture erosion.

You do this by focusing on the six pillars. Just think of the acronym “**CREATE**” to remember them:

**C**onnection

**R**ecognition

**E**mpathy

**A**lignment

**T**rust

**E**levation

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CREATE

# Communication

➡ Is your strategic messaging **clear** and **consistent**?

➡ Are you being **transparent** about your decision-making?

➡ Are you actively **listening** to employee concerns and addressing them?

➡ Do you have an internal communications **plan**, supported with the right **tools** and **processes**?

## 🛑 Signs of Erosion

- Information hoarding
- Misalignment across teams
- Increased gossip
- Duplication of effort

- Information hoarding
- Low meeting participation
- Conflict avoidance
- Low participation in meetings

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# Recognition

➡ Do leaders **regular**, **timely**, **personalized**, public **recognition**?

➡ Do you empower employees to give **peer-to-peer** recognition?

➡ Do leaders provide regular positive feedback **in private**, and offer rewards?

➡ Do you have a **formalized recognition program** to make it easy to infuse gratitude and appreciation into your culture?

## Signs of Erosion

- Wins go unnoticed
- Employee engagement starts to dip
- Feedback is mostly negative
- No rituals or systems
- for recognition
- Recognition is top-down
- Only the loud or visible get recognized

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# Environment

- ➡ Do your leaders model vulnerability and authenticity?
- ➡ Do your employees feel like they have a best friend at work?
- ➡ Do you have clear expectations around respect and inclusion?
- ➡ Do you encourage your employees to maintain a good work-life balance?

## 🛑 Signs of Erosion

- People don’t speak up
- Micromanagement
- Low energy or apathy
- No respect for personal boundaries
- Tension, friction, or passive-aggressiveness
- Lack of trust
- Fear of being judged or punished

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# Alignment

- ➡ Does every employee understand how their work contributes to company-wide goals?
- ➡ Are roles and responsibilities clearly defined across the entire organization?
- ➡ Are you setting clear, achievable goals then tracking and reporting on them?
- ➡ Is there space for employees to ask questions, and get clarity without punishment?

## Signs of Erosion

- Disconnect between strategy and execution
- Goal fatigue
- Decision-making feels inconsistent or political
- Lack of clarity around roles and ownership
- Duplicated effort
- Low Cross-functional collaboration

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# Trust

- ➡ Do you give employees autonomy and flexibility to do their work?
- ➡ Are you transparent and honest about how and why difficult decisions are made?
- ➡ Are managers and employees held accountable for their acctions?
- ➡ Do you practice active listening during conflicts or difficult conversations?

## Signs of Erosion

- Increase in micromanagement
- Poor transparency
- Entitled leaders
- Lack of empowerment
- Inconsistent accountability
- Unnecessarily rigid work environment
- Centralized decision-making

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# Elevation

- ➡ Are you providing employees with opportunities for advancement?
- ➡ Do you encourage managers to understand their employees' career goals?
- ➡ Do you provide clear benchmarks and targets for growth?
- ➡ Do you encourage mentorship, continuing education, and learning and development opportunities?

## Signs of Erosion

- Unclear career paths
- Disinterested, apathetic managers
- Limited advancement opportunities
- Lack of investment in learning and development
- Leadership disinterested in mentorship

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# The Solution

Great culture
doesn't happen by accident...
you have to **CREATE** it.

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for deep dives into company culture,
and how to defeat Culture Erosion!

**Trevor Larson**

CEO @ Nectar

*Create a culture so good*
*people never want to leave.*

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