

The Secret to Building a Bottom-Up Culture That *Thrives!*



Most business leaders know that culture matters.

But too many still think culture is something you design in a workshop and roll out in a slide deck.

The Truth? **Culture already exists.**

It's built from the everyday habits, behaviours and conversations happening in your business - whether you lead it or not.



Top-Down Culture Doesn't Work *Any more!*

Traditional leadership models were built for control.

- X We set the direction**
- X We communicate the change**
- X We expect people to follow**

But that's not how trust works.

And in today's hybrid, fast-moving world, it's not how culture works either.

Top-down change creates silence. Resistance. Surface-level compliance.



So What Does Bottom-Up Culture *Look Like?*

It's about creating space - not control.

It's about giving people voice, rhythm and permission.

It's about designing the business with your people, not just for them.

When done right, it creates:

- ✓ Psychological safety**
- ✓ Proactive thinking**
- ✓ Shared responsibility**
- ✓ Innovation at every level**

The *PEOPLE Principles™* Are Built For This.

We've created our **PEOPLE Principles™ Framework** to help you co-create a stronger culture - one that doesn't rely on policy or presence.

So that instead, your:

*P*urpose

connects the work people do with the meaning behind it - so no one's just clocking in.

*E*ngagement

ensures people feel heard, valued, and trusted - not just measured or managed.

*O*wnership

shifts accountability from the few to the many - building a culture of action, not waiting.

*P*articipation

invites staff to co-create - not just comply with change.

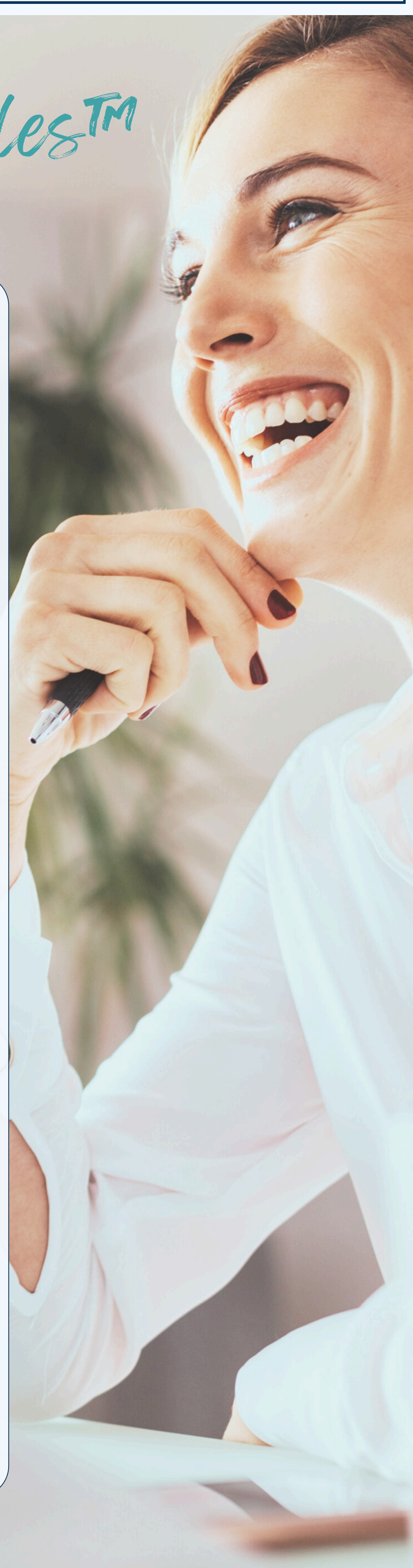
*L*eadership

becomes a rhythm, not a role - providing calm, clarity and connection.

*E*mpowerment

ensures people have what they need to perform and grow without burning out.

When every part of the system supports a shared - the culture thrives.



Where to *Start?*

If your culture feels patchy, top-heavy or stuck, you don't need another survey.

You need to listen differently. **Lead differently.** And invite the people closest to the problems to shape the solutions.

That's what bottom-up culture really is.

Want to see how the **PEOPLE Principles™ Framework** can help you get there?

Click the button provided to take the quiz to find out how patchy, stuck or heavy your culture currently is:

TAKE THE QUIZ



Visit www.armshawassociates.com to learn more about our PEOPLE Principles™ Framework.