

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 Anymore!

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:

Purpose

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

Engagement

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

Ownership

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

Participation

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

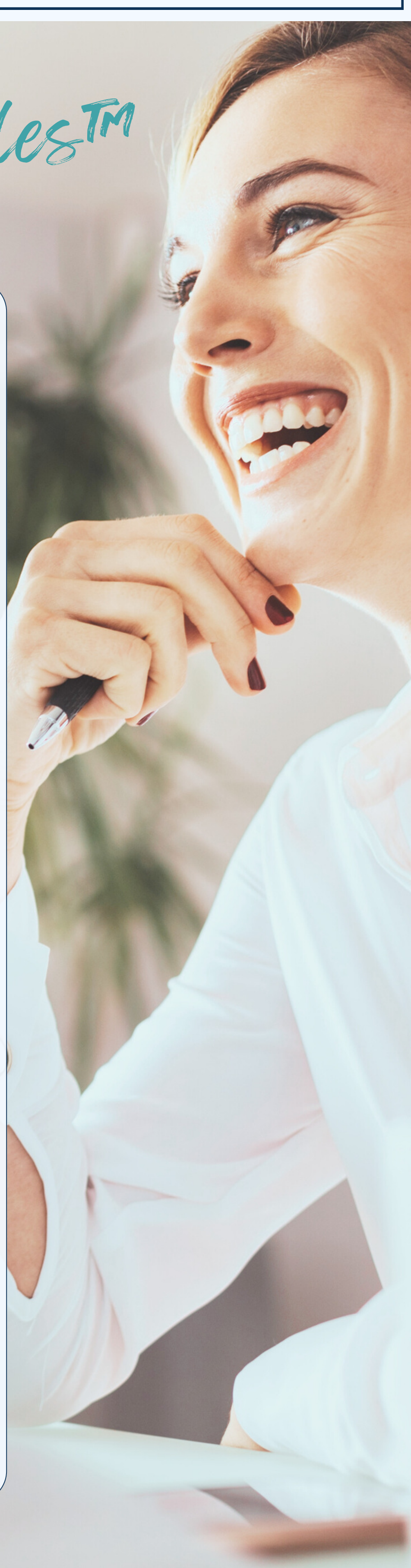
Leadership

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

Empowerment

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?

Take the free 2-Minute Business Check-Up →

START THE CHECK-UP



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