



Happy Tuesday! Welcome back to Leadership Unscripted.

Last week, we talked about resilience and how it shapes us as leaders. This week, let's shift to the second lesson I brought back from Ghana: culture.

### **Quick Reflection**

Everywhere I went in Ghana, culture was alive. From the colors and music to the warmth of the people, culture wasn't something you had to look for—it was something you felt the moment you arrived.

It reminded me of something we don't always stop to think about as leaders: we're all culture creators. Whether we realize it or not, the spaces we lead—teams, classrooms, organizations, even our families—are shaped by the culture we allow and model.

### **Culture You Can Feel**



Culture isn't just what you see—it's what you feel. Leaders create it every day.

## Leadership Insight: How to Build an Inspiring Culture

Here are three proven ways to create a culture that inspires, rather than drains:

### 1. Define and Live Your Core Values

Culture is what you consistently tolerate and celebrate. Write down your top 3–5 values—and make sure your decisions, words, and behaviors reflect them.

## 2. Celebrate the Small Wins

Culture isn't built only in big moments. It's reinforced daily when you pause to recognize progress, effort, and growth. Small celebrations create momentum. I just talked about this on my All In podcast this week - celebrate the small wins - they count!

## 3. Remove What Undermines Trust

Toxic behaviors, gossip, or silence in the face of problems erode culture fast. Leaders must address and remove what eats away at trust—because silence signals acceptance.

### Action Step for the Week:

Take a look at the culture you're creating in your own space. Ask yourself: *Does this culture inspire and uplift—or does it drain and discourage?* Then commit to one small action this week to make your culture stronger. Reply back and let me know what that one small action is for you!

### What I'm Up To:

I'm continuing to unpack my Ghana journey through speaking, writing, and coaching. The lessons are many, and I'm excited to keep sharing them with you here.

Workshop: I conducted a workshop last week on communication and emotional intelligence, and how they intersect. The conversation was filled with ah-ha lessons after the group took one of my DISC/EIQ assessments. The best feedback is always "I LOVED this workshop - I learned a lot about myself!" This is why I do what I do!

New Videos: I'm sharing short lessons on my YouTube channel—another way to take these leadership insights deeper in bite-sized ways. Check them out!

### Final Thought:

Culture is powerful. It shapes how people feel, work, and grow. As leaders, our responsibility is to make sure the culture we create inspires people to bring their best selves forward.

This week, lead with intention: **create** culture, don't just let it happen.

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With appreciation,

Paula R Jenkins

Founder, The Live By Example Speaker

*"Everything Begins and Ends with Communication."*



LFS Consulting LLC, PO Box 118, Lake Villa, IL 60046

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