Creating a High-Performing Culture

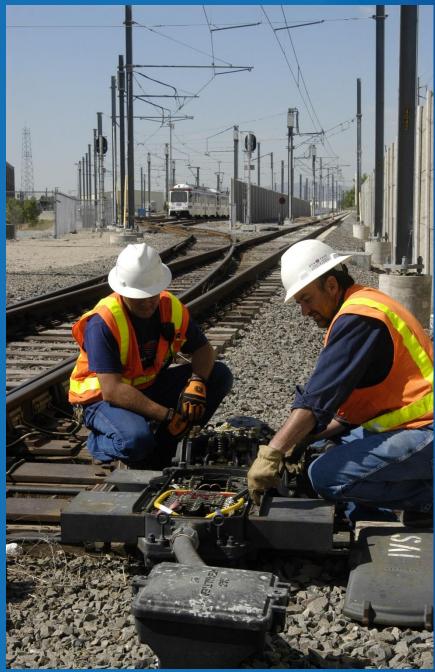
Jerry R. Benson

Utah Transit Authority, President/CEO Salt Lake City, Utah









Defining a High-Performing Culture









How Leaders Cultivate Culture

- Define culture purpose, direction, values
- Demonstrate values
- Align systems
- Change the stories

Models: Center for Innovative Cultures

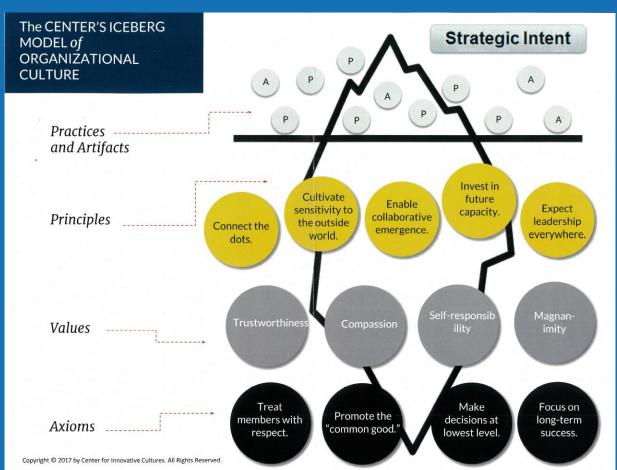


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Ebony





Ebony

Culture: Leadership Everywhere



Behavior:
Innovative
Charity
Campaign



Result:
Increased
Giving by 20%

Marie





Marie

Culture: Common Good



Behavior:
Facebook Page,
Winter
Activities



Result:

Turnover Rate
Is 12% Lower
Than UTA's
Largest
Business Unit



Randy



Randy

Culture:

Collaborative Emergence



Operator/
Mechanic
Communication
and ProblemSolving

Result:

231% Increase in Miles Per Service Interruption



Mark



Mark

Culture:
Sensitivity to
Outside World



Behavior:
Help Customer
With FAREPAY
Card



Result:
Ridership
Increased 2.1%

Strategies for Shaping Culture

- Define your culture
- Demonstrate values
- Align systems
- Change the stories



Living The UTA WAY

Good people creating a good transportation value for a better quality of life.

What

Provide an integrated system of innovative, accessible and efficient public transportation services that contribute to increase access to opportunities and healthy environment for all people of the Wasatch region.

Why

To achieve my desired results.

- Safety in Everything
- Fiscal Responsibility
- A Great Place to Work
- Create Value for My
 Customers

Who

Do I serve & support?
• Co-Workers

- .
- Customers
- Community

Me

I Create a Better Quality of Life

How

Do I know if I am living the UTA Way?

- Am I treating others with respect and consideration?
- Am I helping others to achieve their objectives?
- Am I following established best practices?
- Am I proactively solving problems at the source?
- Am I continuously improving my processes?
- Am I creating value for the customer, community and fellow employees?
- Am I tracking my results and verifying my success?

ISO



SHINGO

Final Thoughts



Living The UTA WAY

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ISO



SHINGO

Resources







