

How to Maintain Corporate Culture During a Pandemic—Jason Richmond Shares Advice on Top-Rated Podcast

Author of "Culture Spark: 5 Steps to Ignite and Sustain Organizational Growth" discusses workplace culture in the days of Covid-19

CHICAGO, IL, US, October 15, 2020 /EINPresswire.com/ -- Jason Richmond, founder and chief culture officer for [Ideal Outcomes Inc.](#), shared his advice for maintaining corporate culture during the Covid-19 pandemic during an appearance on the podcast "Becoming Your Best: The Principles of Highly Successful Leaders."

Host Steve Shallenberger said, "We often talk about people, culture, and strategy because they are crucial to a company's success. The culture you create right from the get-go in an organization is the fuel that helps all the other things run smoothly. According to Jason, it's the DNA of any organization, and treating it with the utmost importance and creating a strategy for it just like you would do in your financial department, can surely take you far."

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In the 28-minute [interview](#) Jason, author of "[Culture Spark: 5 Steps to Ignite and Sustain Organizational Growth](#)," also discusses:

- The one thing that's consistent in every high-performance culture.
- One turning point in his career.
- The six fundamentals that define an organizational culture.



Jason Richmond - author, "Culture Spark"

- The role 'culture influencers' have in a company.
- The first step to create a strong organizational culture.
- How to diagnose your company's culture.
- How to measure your culture.

Said Jason, a business executive with more than twenty-five years of experience, and an in-demand keynote speaker who has worked closely with Fortune 500 leadership teams, "It was a great interview. We took a dive deep into what you should focus on in terms of corporate culture during the Covid-19 pandemic. We also explored some of the myths about culture, and the five steps toward sustained organizational growth as outlined in my book."

You can listen to the podcast here:

<https://podcasts.apple.com/us/podcast/the-culture-spark-5-steps-to-ignite-and-sustain-team-growth/id1040940802?i=1000494564224>

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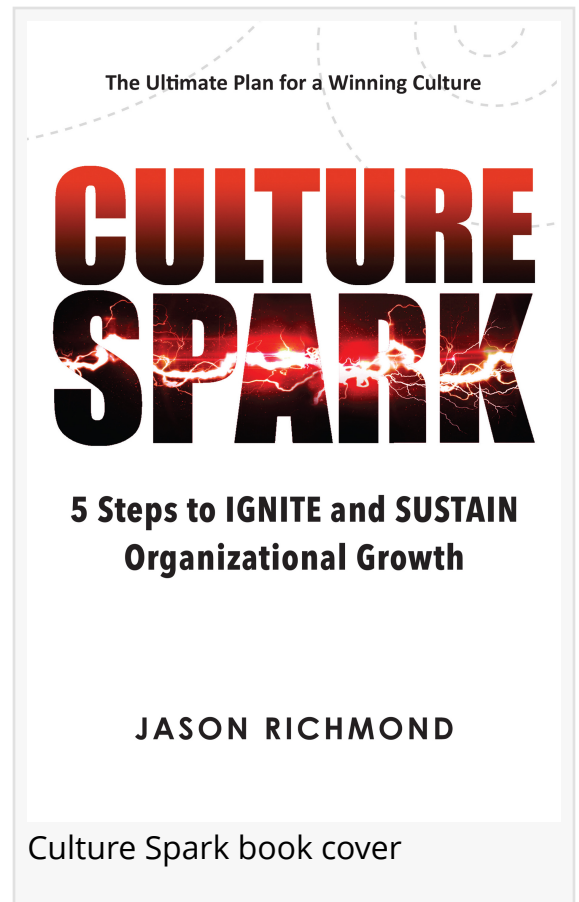
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