



Covenantal Culture

Organizations seeking to attract and retain exceptional employees understand that corporate culture is a critical component of job satisfaction. Christian business leaders often seek to create what we call Covenantal Culture, which frames workplace relationships; creates clarity around expectations, rights, and responsibilities; and establishes how business will be conducted.

Creating Covenantal Culture starts with developing the right posture, possessing the right perspective, and understanding the right purpose for the business. An environment that integrates the principles of organizational clarity, leadership clarity, and relational clarity is one where employees thrive.

1. ORGANIZATIONAL CLARITY

Organizational clarity refers to an intentionally cultivated work environment. The company needs to have clear:

- mission, core values, and vision
- organizational structure
- roles and responsibilities
- processes
- corporate communications
- brand perception

With these facets established, the environment is primed for individuals to flourish.

2. LEADERSHIP CLARITY

Leadership clarity involves the relationships between individuals and their leaders. Leaders who build environments that are magnets for the most talented people have the:

- humility to follow
- skill to inspire
- ability to manage individually
- talent to influence lovingly

When employees trust their leadership, they become organizational ambassadors and lead progressive change in their families, society, and environment.

3. RELATIONAL CLARITY

Relational clarity establishes standards for how employees of a company interact with each other to build healthy relationships. The effectiveness and productivity of a team depend on clarity about group behaviors and expectations. Covenantal teams:

- aim for results
- buy into something bigger
- collaborate generatively
- develop strong relationships
- engage in constructive conflict resolution

If individuals commit to relating to one another in a covenantal manner, they can create the clarity God intended in relationships, which establishes trust.

The Business Consulting division of Ronald Blue Trust believes that a covenantal culture creates an environment where employees flourish, one that establishes, reinforces, and perpetuates the company's impact. Our advisors take a consultative approach, helping leaders develop and maintain covenantal cultures that are authentic to their companies. To learn more about defining and fulfilling the purpose of your organization, view our white paper, visit our resources page, or click to meet our advisors.