

Setting Expectations for Behavior

Organizations are good at creating job descriptions. But they are often less effective at setting expectations for how an employee should behave in alignment with the culture and values of the company.

Consider these universal guidelines...

Cooperate

Make it clear that individuals **must work together** on a personal level—not against one another.

Coordinate

Insist that employees in one function **work in sync with employees in other functions**, sharing information and resources across functional borders.

Collaborate

Encourage individuals to cooperate and coordinate in ways that **contribute to outcomes that are greater than what individuals could achieve by themselves.**

