

Psychology of Growth: Culture Creator

# What's Your One Word?

Finding your one word is more than just a vision. It is intentionally determining how you and your team want to work together. While finding one word, your team will collaborate to see what drives each member, and what the team as a whole has in common. This exercise aims to bring you closer together as a group while moving you one step closer to success.

## How to start:

- Gather your team in an open space, preferably a conference room or a lounge where you will not be disturbed. Do your best to have an open feel to the room where everyone will easily be included in the conversation.
- Once everyone is comfortable and has their worksheet in front of them, discuss what you want to get out of this session (i.e., why did you choose to do this exercise with your team?)
- Ask and answer any outstanding questions before you start.

### **Step 1: Out of the following, which 10 words matter to you most?** Circle those that stand out to you.

- Interesting
- Connection
- Fun
- Growing
- New
- Collaborative
- Honest
- Appreciative/Thankful
- Achievable
- Challenging
- Innovative
- Proactive
- Prestigious
- Successful
- Talent
- Respect
- Intellectually challenging
- Helping others
- Organized
- Results
- Polite
- Inspire
- Ambition
- Creativity
- Problem-solving
- Developing
- Morale
- Community
- Strong
- Consensus

**Step 2:** Discuss your 10 words with the group. Narrow your 10 words down to the three that are most important to you.

---

---

---

---

**Step 3:** Discuss your three words with the group. As a team, decide upon 1 word that resonates with the group. This is your standard.

---

---

---

---

## How do we uphold our standard?

Create your agreements.

**Step 1:** Describe a time in the past when you saw someone on your team upholding your new standard. What did it look like? Share with the group.

---

---

---

---

**Step 2:** Describe a time in the past when you upheld this standard. What did it look like? Share with the group.

---

---

---

---

**Step 3:** Use your imagination. What specific actions can you see your team doing that will support this standard? What actions do you see yourself doing? These are your agreements.

---

---

---

---

---

**Step 4:** Maintaining a standard takes intentional work. Make a plan on when you will perform these agreements above. Be specific on how, when, and why you will do these agreements.

---

---

---

---

---

## How to set up your standard and agreements

An example:

### Your One Word: RESPECT

- 1. Respect your firm** → Live up to standards. Show up every day.
- 2. Respect your colleagues** → Share ideas and encouragement.
- 3. Respect your clients** → Be different and challenge them to be different.
- 4. Respect yourself** → No self-pity. Be coachable.

# Do it yourself

Your  
Agreements  
(3–4)

Your Standard

## Common action steps and how to supplement them

- Post your standard in the office in noticeable areas (coffee station, water cooler, doors, etc.)
- Mention your standard on calls and team chats.
- Have a weekly huddle – acknowledge those who have upheld the standard from the previous week.
- Never acknowledge those who have not upheld the standard.

New York Life Investment Management offers a suite of programs to help advisors grow their business and maximize their value, including strategies for becoming a more resilient and impactful professional.



Investment  
Management

The Advisor Advancement Institute is a program within New York Life Investment Management. "New York Life Investment Management" is the brand name and service mark used to represent a group of affiliated investment advisors of New York Life Insurance Company, including New York Life Investment Management LLC, a registered investment advisor.