



BECAUSE THE WORLD NEEDS
YOUR GREATEST IMPACT

BUILDING CULTURE THROUGH TRADITION

From mandatory fun to lasting impact

WE'VE ALL EXPERIENCED MANDATORY FUN.

The forced happy hour. The awkward icebreaker. The team-building exercise that feels disconnected from the real work.

These moments often feel performative rather than meaningful — and they drain energy instead of building culture.

The challenge is that negative experiences stick easily, while positive ones slide off quickly unless we intentionally reinforce them.

In healthy organizations, leaders solve this by building traditions.

Traditions transform ordinary moments into shared meaning. Over time, they become part of the organization's identity — something people anticipate, reference, and carry forward. Traditions create the memory of culture.

WHAT MAKES A TRADITION WORK *The strongest traditions share a few characteristics:*

AUTHENTIC

They grow from the organization's mission, values, and people.

PREDICTABLE

They happen regularly enough that people expect them.

MEANINGFUL

They mark progress, celebrate people, or reinforce what matters most.

PARTICIPATORY

People feel part of them — not subjected to them.

WHEN BUILDING TRADITIONS, ASK:

- What moments in our work deserve to be remembered?
- Where do we want people to pause and reflect?
- What behaviors do we want to reinforce?
- What would make someone say, "This is just what we do here"?

SIMPLE TRADITIONS LEADERS CAN START

You don't need a large budget or elaborate planning. The most powerful traditions are often small, consistent moments that build meaning over time.

START MEETINGS DIFFERENTLY

Good News: Each person shares one piece of good news—personal, professional, big, or small— to kick-start time together with something positive.

The Learning Share: One person shares something they recently learned — from a project, mistake, or new idea.

RECOGNIZE PEOPLE IN MEANINGFUL WAYS

Throw a Star: Highlight someone who lived the organization's values that week or supported you in some way by explaining why you'd give them a gold star.

Peer Appreciation Board: Create a digital or physical space where team members post quick notes recognizing one another.

REINFORCE ORGANIZATIONAL IDENTITY

Mission Moment: Open meetings with a short story of impact — a student, client, or colleague who reflects why the work matters.

Values in Action: Once a month, highlight a real example of a team member living one of the organization's core values.

CELEBRATE PROGRESS

Wins of the Week: A standing agenda item where team members name small victories.

Bell Ringing Moment: When a milestone is reached, ring a bell, clap, or post it in a shared channel.

MARK IMPORTANT MOMENTS

Anniversary Reflection: At work anniversaries, ask: "What's one thing you've learned this past year as part of your work or development as a professional?"

Year-End Reflection: Invite team members to share something they're proud of, something they learned, and someone who helped them grow.

THE LUMEN PERSPECTIVE

At Lumen Impact Group, we believe culture is built through intentional leadership choices, shared rituals, and consistent reinforcement of mission and values.

Organizations that invest in meaningful traditions create environments where people feel connected — to the work, to each other, and to the impact they are making.

That is where strong culture truly begins.

READY TO BUILD A CULTURE THAT HOLDS?

We partner with you to develop your path forward and the people to implement it.
Because the world needs your greatest impact.

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