



The Culture Strategy: A Powerful Tool That Drives Your Bottom Line

When asked to define a law firm's culture, firm leaders are quick to provide an extensive list of perks their organizations offer including firm-sponsored outings, on-site food services, yoga classes and more. We know this list because several years ago, we'd have said the same thing. And while those benefits often contribute to employee happiness, they do not define a company's culture. Organizational culture goes far beyond perks. Rather, it is about sharing the same purpose and values, working toward similar goals, building relationships, finding meaning and pride in the work that you do and, ultimately, improving the performance of your business. Bottom line, an organization's culture is its values in action.

[Click here to read the entire article, published in *The American Lawyer*.](#)

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