COMPANIES WITH ENGAGED EMPLOYEES OUTPERFORM THOSE WITHOUT BY UP TO

202%

Carnegie Training

87%

of companies around the world cite employee engagement and culture issues as one of their top challenges.

(Deloitte Human Capital Trends 2015)

When a company's values are "known and understood," employees are 51 times more likely to be fully engaged (Modern Survey)

51X

MORE IMPORTANT THAN EVER

Employees citing **CULTURE** and **ENGAGEMENT** as "very important" nearly doubled from just a year ago

Deloitte Global Human Capital Trends 2015

WORKPLACE CULTURE DESIGN CREATES ALIGNMENT BETWEEN YOUR OPERATIONAL REALITY AND YOUR PEOPLE REALITY.

Thanks to companies like Google and Zappos, we hear stories of amazing employee happiness, loyalty, and productivity. The sudden emergence of snack bars, foosball tables, hammocks, and espresso cafes are all often just attempts to imitate and chase the benefits those company cultures produce. But, while imitation may be a sincere form of flattery, it's the fastest way to cultural failure.

A well-designed workplace culture allows both your human resources and your bottom line to flourish. It connects your company's objectives with your business and people reality to produce the tangible cultural benefits you've read about.

One thing is for sure, you can no longer ignore your culture. It's created with every company value, new hire, memo, retreat, leadership event, performance review, email, and action you take. You must direct it or it will direct you. But where can you start? How do you begin to understand how to direct and shape your culture? That's why *Workplace Culture Design* exists.

"Values without intentional practices become just words on a wall."

— Workplace Culture Proverb

PRACTICES MAKE CULTURE REAL

We help organizations design practices that create an intentional, healthy culture.

THE 3X5 MODEL HELPS CREATE 3 KEY PRACTICES IN 5 CORE BUSINESS AREAS:

- ▶ HIRING
- ▶ ONBOARDING
- ▶ MANAGEMENT
- ▶ INTERNAL BRANDING
- ▶ EMPLOYEE ENGAGEMENT

"BRYAN AND KEVIN AT WORKPLACE CULTURE DESIGN ARE AT THE CREATIVE FOREFRONT OF THINKING ABOUT CORPORATE CULTURE."

Dr. Mark Meehan, M.B.A., Ph.D, Rivier University

OUR PROCESS

ANALYSIS.
ROADMAP.
COACHING.

ANALYSIS

You already have a culture. You take control of the direction of a culture by identifying the habits, behaviors, and practices that embody the values and characteristics of the culture you need.

▸ What's true of your moment?

▸ What work have you already done that can be incorporated?

▸ How do your people feel about your culture?

▸ What people and culture challenges are your already facing?

▸ What do you always want to be true of your company and your people as you grow?

ROADMAP

Now the plan and roadmap can take shape. With a more defined sense of what "ought to be" we can begin design practices that improve the health of your culture.

▸ What are the best habits to instill in your organization to make your culture real?

▸ What practices do we need to enfold into your organization's routine?

▸ Which behaviors or beliefs do we need downplay or redirect?

▸ What do people value and how can that be recognized?

▸ How might management be more active leaders of the right culture?

COACHING

With a clear understanding of the roadmap to success, we work with leaders and the team to begin to implement and adapt to the new culture.

▸ Training for team and leaders based on new values

▸ Working sessions with leaders to hone and plan for deployment of new practices

▸ Individual coaching sessions with leaders or key staff

▸ Detailing success measurements and tracking mechanisms

THEIR ENGAGEMENT WITH MY ORGANIZATION SURPASSED MY EXPECTATIONS OF SUCCESS. BRYAN AND KEVIN WERE ABLE TO IDENTIFY SYSTEMIC ISSUES IN HOW WE WERE ORGANIZED AND HOW OUR TEAM WORKED WITH EACH OTHER, AND OFFER CLEAN STRATEGIES TO GET MORE OUT OF SPECIFIC INDIVIDUALS AS WELL AS A BETTER ARTICULATED TOP-DOWN MANAGEMENT APPROACH. I CONTINUE TO REFER TO THEIR WORK ON A WEEKLY BASIS.

Timothy Tien, Portfolio Manager, Parable Insight

WHAT'S YOUR CULTURE PLAN?

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