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**"CUSTOMERS WILL  
NEVER LOVE A COMPANY  
UNTIL THE EMPLOYEES  
LOVE IT FIRST."**

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## ORGANIZATIONAL CULTURE

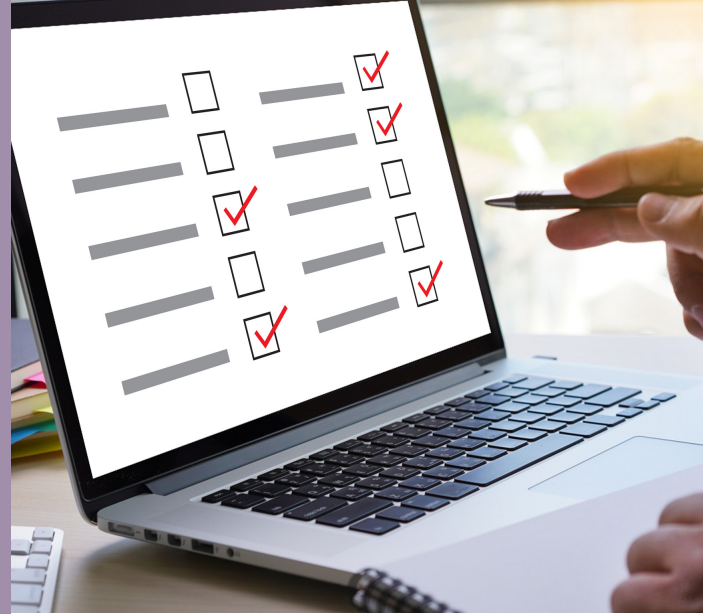
HANDBOOK

# CONGRATULATIONS!

You've taken a big step to develop a strong organizational culture. We are really excited to start working with you and be part of this journey.

## 1 DISCOVERY

The process begins with a discovery meeting. The purpose of this meeting is to get to know everything about your business. We will ask you some very specific questions in order to understand your current organization's situation and your ultimate goals. This process may include up to three zoom meetings with the owner and key employees.



## 2 QUESTIONNAIRES

After your discovery meeting we will send your team various questionnaires that will help us define the most important aspects of your organizational culture. These questionnaires may take you anywhere between one to three hours. In order for them to be effective, you must devote the time necessary to be as specific and honest as possible. We know you are probably multitasking with a million different things, but you must make them a priority.

## 3 FIRST DRAFT

Six weeks after receiving the completed questionnaires, we will deliver a first draft of your Organizational Culture Handbook. The main purpose of the first draft is to sketch out your ideas in the organizational culture manual. Carefully reviewing your first draft is important for your culture to match with your beliefs, it will allow you the opportunity to envision your business culture and discover potentially new approaches. Take your time, this is your opportunity to analyze your manual, challenge yourself and reaffirm your strategies.



# 4

## FEEDBACK MEETING

Once you have finished reviewing your draft, we will schedule your feedback meeting. The Feedback Meeting is the final component of this journey and one of the most important aspects for the success of your handbook. We look forward to hearing your comments, changes, doubts or suggestions. This is your baby and our goal is to align your organizational culture with the overarching business goals of your organization.



# 5

## HANDBOOK

Two weeks after the Feedback Meeting, you will receive your final deliverable: your tailored Organizational Culture Handbook. This handbook will have detailed information on the elements that you need to develop your organizational culture:

- Culture Style
- Mission
- Vision
- Values
- Workplace Culture
- Employee Culture Training
- Leadership Culture Training
- Recruitment Guidelines
- Onboarding Guidelines



# 6

## IMPLEMENTATION

When it comes to implementing culture handbooks, the execution matters more than the creative process. Without an effective execution plan, all the ideas, strategies and ultimate handbook are worthless. If you need help with this step let us know and we can give you an estimate of our project management services.

*It's not the manual that creates the result – it's what you do with the manual that creates the results.*






**“YOU GET  
WHAT YOU  
PUT IN”**





**SUCCESSFUL  
QUESTIONNAIRES  
DEVELOPMENT**

TIPS


**“ACCURATE  
INFORMATION  
LEADS TO A  
CLEARER  
STRATEGY”**


 All the information you give us will define the direction and strategy of your business, so think of the larger picture in every answer you give.


 If the information we receive is accurate, specific and thoughtful, we will deliver a better handbook and a clearer action plan.

 If you are worried that you haven't understood a question, clarify it with us before going further.

 All the aspects require considerable time and effort so plan your schedule accordingly.

 Answering questions too quickly, means you are not critically thinking, take your time!

 Sometimes you might get stuck at a certain point in the process, get frustrated, and give up. If this happens contact us immediately. We are here to help you.

 When it comes to questionnaires, there's nothing worse than satisfying. Satisfying is when you don't put as much effort into answering your questionnaire as you should. If you are not trying hard enough to give thoughtful answers our team will keep challenging you until you do. This can slow down your process timeline and affect its the final outcome. Remember this action plan is for you.