

# We Create *Cultures* That Mean *Business*.

## Culture Equation Workshop

The Culture Equation Workshop is a 1.5-day engagement, delivered on-site or virtually, to help your team align around definitions of culture, priorities, and key results.

## Why Culture Matters

Culture drives everything else that happens in an organization – but many companies struggle to manage culture to their benefit, let alone define it. This workshop begins that process.

## The Workshop Experience

Your team will walk through the following:

- Creating a results-driven culture
- Defining culture
- Defining purpose, vision, strategy, and key results
- Accelerating change
- Improving feedback mechanisms
- Promoting employee recognition
- Clarifying the future roles of all team members

## Praise For The Workshop

*“We realized that a robust operational strategy cannot make up for a disengaged or disharmonious workplace culture. Our work with Culture Partners, starting with this workshop, helped accelerate IT transformation at Ford.”*

– Rekha Wunnava, Director of Global Manufacturing IT, Ford Motor Company

## The Benefits

**Standalone Benefit:** You'll begin to quickly align your leadership team or division around strategy, key results, and priorities – and start taking immediate action.

**Longer, Embedded Benefit:** You'll have the opportunity to convert to a longer engagement – the Culture Equation Journey, which spans three years and brings the full depth of Culture Partners' 277 years of change management and culture experience to hundreds of touchpoints.