



Cultivating Culture, Culture Building Programs

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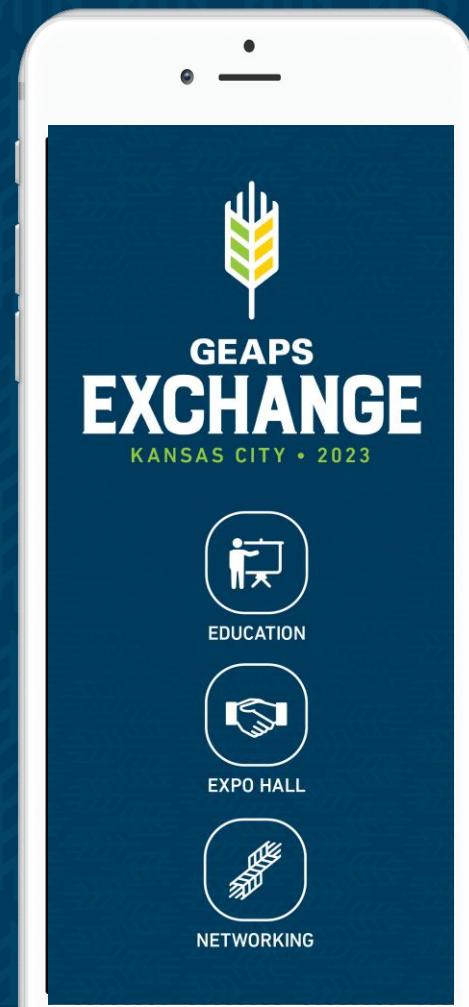
- Schedule and event details
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Cultivating Culture

Employee-Centered Culture Programs



Lawrence Cunningham

Keen Project Solutions

Director of Business Development



Cultivating Culture

Employee-Centered Culture Programs



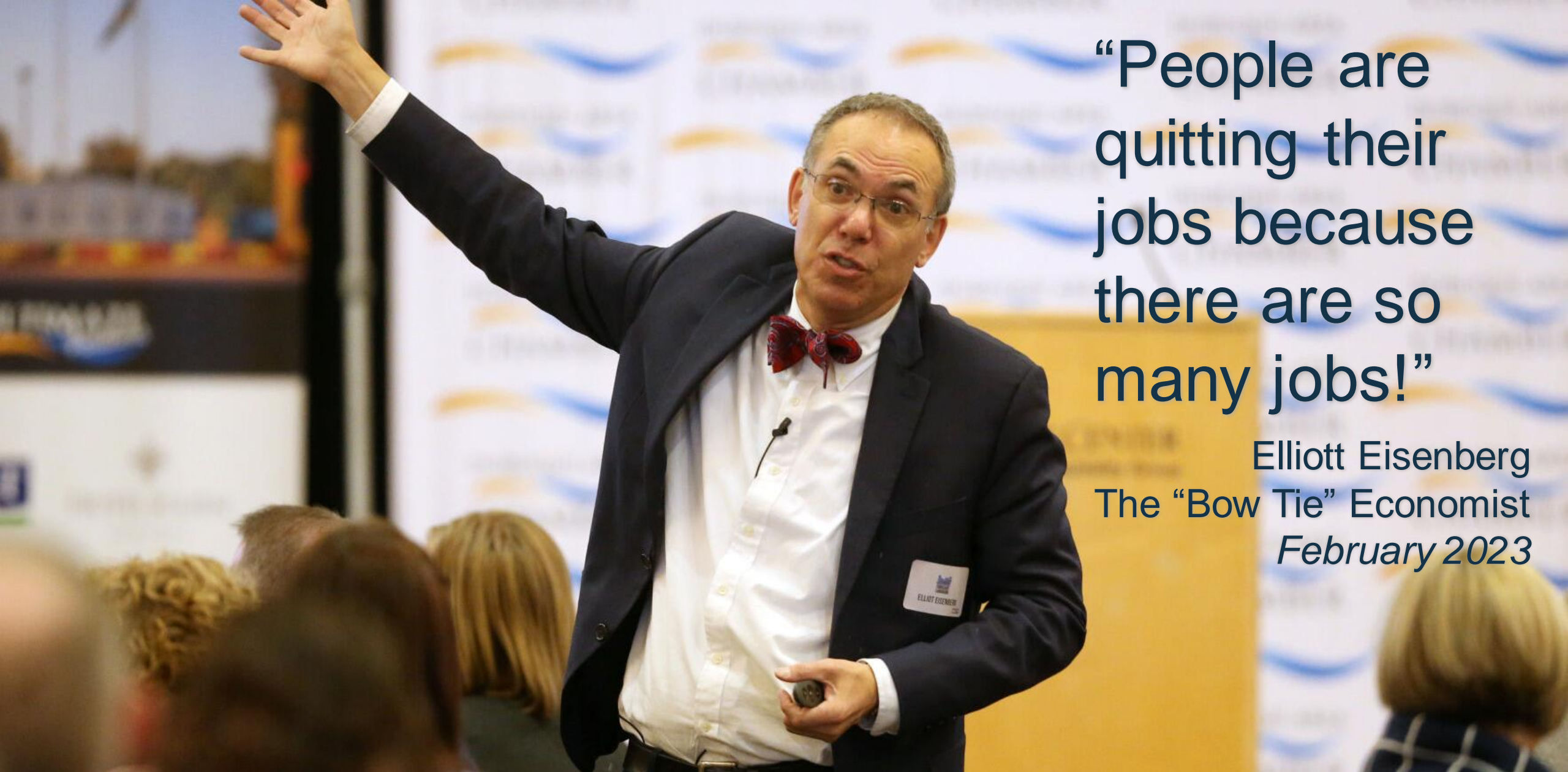
Why did you leave your last job?

Company Culture.

The shared values, beliefs, and practices that shape the behavior of employees and define the character of an organization.

Understanding the need for a culture program.

- Increased competition for employees
- The workforce has changed
- Simply demanding more

A man with glasses, wearing a dark suit jacket, a white shirt, and a red bow tie, is speaking at a podium. He has his right arm raised and is holding a small object in his left hand. A name tag on his lapel reads "ELLIOTT EISENBERG". The background is a blurred banner with repeating logos.

“People are
quitting their
jobs because
there are so
many jobs!”

Elliott Eisenberg
The “Bow Tie” Economist
February 2023



Evolution of culture expectations.

Old



New

- Command & control leadership
 - Monetary incentives and career advancement driven
 - Limited focus on work/life balance
 - Rigid processes
 - Lack of diversity and inclusion
- Collaborative & inclusive leadership
 - Purpose, meaning, and engagement driven
 - Employee well-being, work/life balance, flexible arrangements, & mental health support
 - Agile, flexible processes that adapt to changing circumstances
 - Prioritizing diversity, equity, and inclusion in the workplace

The business case for an employee-centered culture program.

Risks

VS.

Benefits

- High costs
- Disruption to Operations
- Loss of institutional knowledge
- Impact on culture
- Difficulty in attracting top talent


- Increase employee retention & engagement
- Improved collaboration and communication
- Increased innovation and creativity
- Enhanced brand reputation and customer loyalty
- Improved employee health and well-being



**You can't build culture;
you can only cultivate it.**

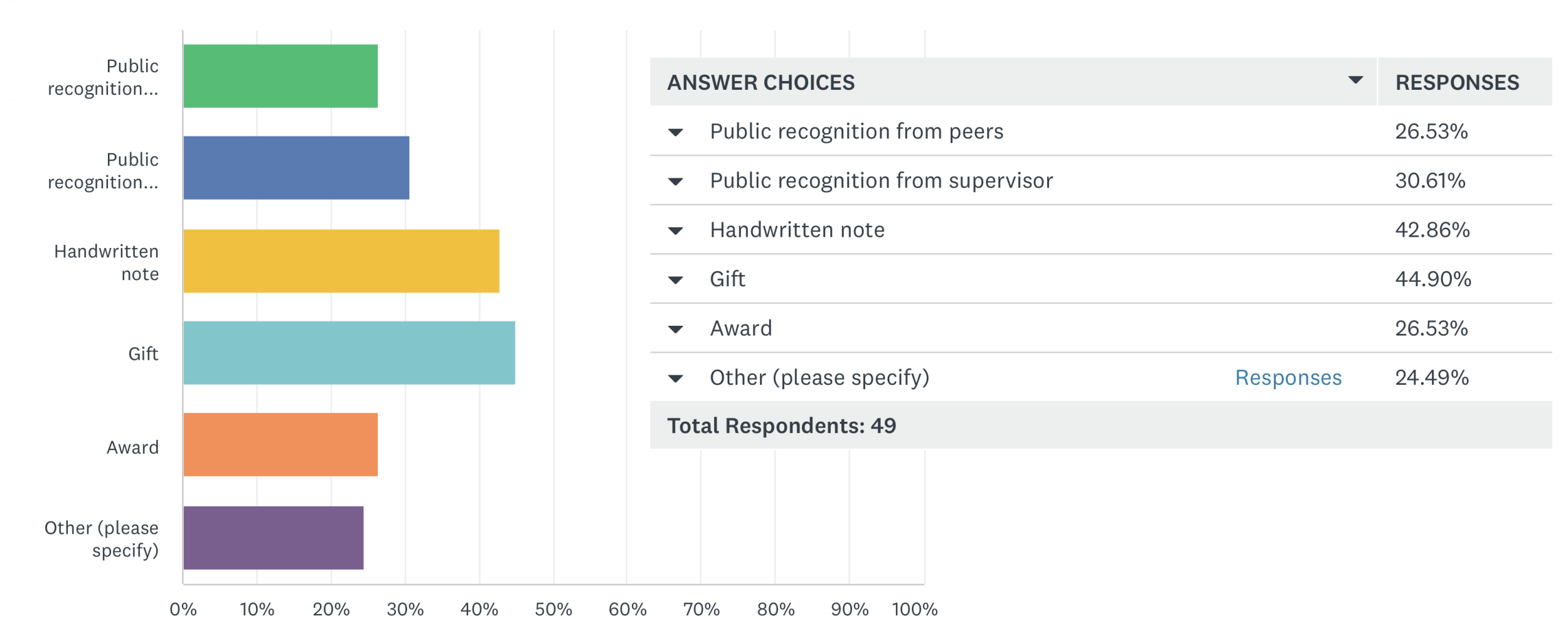


*Start
where you are.
Use
what you have.
Do
what you can.*



How do you prefer to be appreciated?

Answered: 49 Skipped: 0



Not a direct roadmap.

Data points to inform future decisions.

If Keen added more employee events, what would you like to see be added?

“Potlucks are great!
Let’s do more!”

“Anything but potlucks.
I hate eating in front of
people I work with.”

“We just need something like a string quartet in
the background so we can talk. Nothing very loud
I want to spend time visiting with my coworkers.”

What would you like to see as entertainment at our holiday party?

“A Country Band!!”

“Get the Slipknot guys to come!”

“NOT POTLUCKS! They totally gross me out and I hate the smell of food in the office all day long. I usually just take those days off.”

What motivates you?

“Happy customers”

“The challenge of the project and solving really hard problems.”

“Money. No, seriously I love money. I’m really, incredibly motivated by money.”

If you could learn one new skill next year, personally or privately, what would it be?

"I'd like to learn"

"Spanish"

"I would learn"

"Speaking"

"Surfing! Or maybe Spanish."

"I would"

"Spanish"

"Some of my co-workers
better"

We had great data.
But we asked the wrong questions.



Quick cultural assessment survey example.

1. On a scale of 1-5, how strongly do you agree with the following statements about our company's culture?
2. How would you describe the work environment at our company? Please select all that apply.
3. How well does our company support employee well-being? Please select one answer.
4. How effective do you think our company is at communicating its mission and values to employees? Please select one answer.

Quick cultural assessment survey example.

5. How well does our company encourage and support innovation and creativity? Please select one answer.

6. How effective are our company's performance evaluation and feedback processes? Please select one answer.

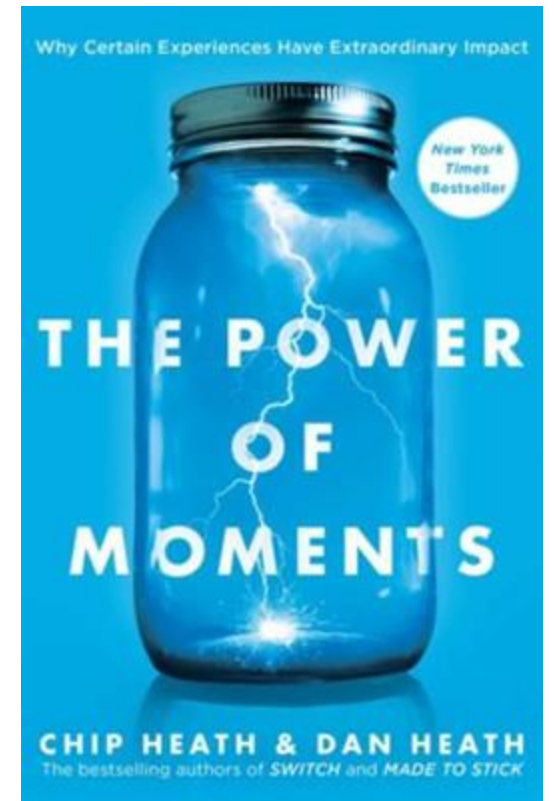
7. How satisfied are you with your job and your role in the company? Please select one answer.

8. What do you think our company could do better to improve its culture and support employees? Please provide any feedback or suggestions you have.

Culture-building programs are hard work.



Focus on creating moments for individuals.



Want to talk more?



Check us out at booth – 2439



Lawrence Cunningham

Director of Business Development

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Cultivating Culture, Culture
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Please take a short survey for this session to help us plan for next year.

For every survey you submit you will be entered into a drawing.

**SCAN FOR
SURVEY**

GEAPS Prize Bundle

- \$200 Visa Gift card and free registration to Leadership Conference
- Raffle will be drawn at Closing Celebration, Tue 2/28