

CULTURE FIRST

Teaching managers how to build high performing cultures that get the job done



Why is culture important?

Organisation culture is critically important in setting the tone for a company's values and expectations. It's the foundation for how employees work together, how they interact with customers and partners, and how they represent the company. A strong, positive organisation culture can create a sense of pride among employees, which in turn can lead to increased productivity, better customer service, increased target achievement and greater innovation. It can also help to attract and retain top talent, as potential employees will be more likely to join a company with a culture they believe in. Ultimately, a strong organisation culture can be a key driver of success.

What are the benefits of great culture?

1. **Increased employee engagement and satisfaction.** A great culture fosters a sense of belonging, purpose and pride among employees, which in turn leads to increased engagement and job satisfaction.
2. **Enhanced creativity and innovation.** When employees feel comfortable and safe to express their ideas and opinions, it can lead to greater creativity and innovation.
3. **Improved team collaboration.** A great culture encourages open communication and collaboration, which helps to foster a sense of camaraderie and trust among team members.
4. **Increased retention.** Employees are more likely to stay with a company that has a positive culture, which leads to improved retention rates.
5. **Greater customer satisfaction.** When employees are engaged and happy, they are more likely to provide better customer service, which leads to increased customer satisfaction.
6. **Enhanced productivity and efficiency.** A vibrant culture encourages and supports employees in working together effectively, so they can get more done, to a higher standard.
7. **Improved company reputation.** A positive culture and workplace environment can help to build a great reputation for your company and attract high potential employees without the need for intensive recruitment.
8. **Increased profitability.** Happy and engaged employees are more likely to be productive, which leads to improved profitability for the company.
9. **Strategic delivery.** Better decision-making around what's important in terms of achieving growth and delivering on the strategy
10. **Greater psychological safety.** Vibrant cultures are staffed by people who have empathy and compassion for each and who create spaces for great work to thrive

The difference between management and leadership?

Management and leadership are both important skills for successful organisations, though they have some distinct differences. Management is focused on creating an efficient system to achieve goals, while leadership is focused on creating a vision and inspiring others to work towards it whilst actively demonstrating the values of the organisation. Management is all about planning, organising, staffing and directing, while leadership is focused on motivating, empowering, and inspiring. Management is rooted in the structure and process of a company, while leadership is rooted in influencing, motivating, and inspiring.

Ultimately, both management and leadership are necessary for successful businesses and organisations, but they must be used in tandem for optimal results. An understanding how to build and evolve vibrant culture is a leadership skill and one that very few managers are taught how to do effectively. For the most part, managers will copy what they've seen before (good and bad) in the hope that it will work for the group of people that they're managing, rather than it being a deliberate activity designed to achieve a set of strategic goals through efficient collaboration.

The goal of this program is to help managers to become leaders and to help them to be 'Culture First' in creating the foundations for success in their own teams and across the organisation, such that no silos or barriers exist to high performance and execution.

By teaching managers how to build culture, and by encouraging accountability between the group, the following benefits can be realised:

- Improved communication and collaboration between team members
- Increased motivation and job satisfaction among team members
- Increased productivity and efficiency from team members
- Improved team performance and morale
- Increased team creativity and innovation
- Improved problem-solving and decision-making capabilities
- Greater accountability for performance
- Improved trust and respect among team members
- Enhanced team cohesion and team spirit
- Improved team accountability and performance tracking
- Increased team member engagement and team dynamics
- Greater organisational synergy around how teams are built.

The **Culture First** Program Content

Set over two days, the content of the Culture First program is focused on the six pillars of vibrant cultures:

1. Personality and Communication
2. Vision/Purpose
3. Values
4. Behaviour
5. Collaboration
6. Innovation

It is co-designed with you to ensure that it uses your language, your purpose, vision and values and can also link to any learning and development programs that you offer. It also addresses any virtual working challenges that you may have (see next page). A draft outline of the two days is set out below.

DAY ONE

- What is culture and why is it important?
- The role of self-awareness and emotional intelligence in culture
- How to communicate any message to any person
- Why a vision is important for decision-making
- How to put values into action.

DAY TWO

- Why behaviour is the difference between success and failure
- What collaboration is and how to do it well
- How to use technology to support (not get in the way) of collaboration
- How to have fewer, better meetings
- How to make time for innovation and give oxygen to new ideas.

The program will also establish accountability between managers and create a structure from which they can not only regularly check-in with each other on progress, but also share ideas on the things that have worked and the opportunities for continual improvement. I will also work with your culture leadership on the tangible measurement of progress following the program.

The Culture First program puts the responsibility for building and evolving productivity and engagement into the hands of the people that need it most, managers, and provides the foundation for future success and growth.

Hybrid Working

Hybrid working, which involves a combination of remote and in-person work, has had both positive and negative effects on team working culture. On the positive side, it has increased flexibility and work-life balance for employees, and has also allowed for a wider pool of talent to be included in teams. However, it can also lead to feelings of isolation and disconnect among remote team members, and can make it more difficult to build and maintain a strong team culture.

Additionally, it can be challenging to ensure that remote team members have the necessary resources and support to be productive. Overall, it is important for teams to have clear communication and collaboration strategies in place to mitigate potential negative effects of hybrid working on team culture.

If you have adopted a hybrid working culture it's critically important that your managers understand not only how it differs from in-person culture, but also how to ensure that engagement and productivity is maintained, regardless of where people are located. It is not enough to say that you're hybrid, it needs to be effective too!

The program can incorporate key elements to successful hybrid working such as (but not limited to):

- The difference between flexible and hybrid working
- Setting and managing expectations
- Maintaining connections between team members
- When to come together and when to work apart
- How to build and maintain trust
- How to run hybrid meetings successfully
- How to present, virtually.

These topics - as required by you - will be absorbed into the six pillars of vibrant cultures, to ensure that your managers have all the skills they need to be successful. Some organisations have even created hybrid management programs and non-hybrid management programs to ensure that synergy is maintained between groups with different working conditions.

As the program is tailored to you, anything is possible!

Cost

The Culture First program is unique in design, delivery and outcomes achieved. It is delivered over two days (in-person) and benefits can be realised immediately. It can be delivered for up to 40 people at a time and the total cost (excluding flights and accommodation - which will be confirmed at the time of booking) is AUD\$35,000. GST is added for Australian customers only.

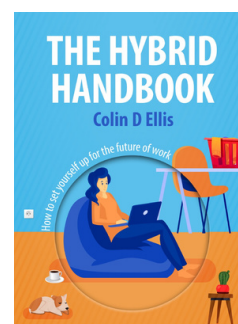
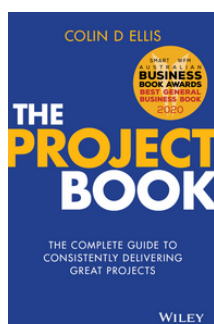
The costs include a ColorPersona personality profile (if the organisation doesn't have a tool that they currently use) and a copy of Colin's Book **Culture Hacks** for each attendee.

Colin is generally booked up to three months in advance and will advise of available dates at time of enquiry. A deposit of 50% of the fee is required to reserve the dates. To set up an initial chat with Colin, please email Aileen hello@colindellis.com

About Colin

Colin D Ellis is an award-winning international speaker, four-time best-selling author and a highly sought-after global culture change facilitator. He works with senior leaders from organisations around the world to help them build high-performing, safe cultures that know how to get the best from the people they employ in order to achieve the results they seek. To date, he has worked with 75 different organisations in 15 countries in a multitude of industries.

As a former employee himself, he understands the challenges that managers face on a daily basis and provides practical insights on how to do things differently. His thoughts have been published in Forbes, Thrive Global, CEO World, HR Magazine and many others. His third book **The Project Book** was voted Best General Business Book in 2019, whilst **Culture Fix** was a finalist in the HR and Management Category. His next book **Not Toxic: How to achieve results and stay out of the media** will be released in 2023.



CLIENTS

My clients are local, national and global in the public and private sector. Culture is universal which means that I'm equally comfortable working with engineering organisations in New Zealand as I am with marketing teams in the US, FMCG teams in Austria or insurance teams in Hong Kong. Their leaders are just like you and want to make a real and lasting difference to how people interact and to the way work get done. Clients include:



As one of my senior leaders said, we achieved more in a single day with Colin than his previous organisation had achieved in six months!

Matthew Needham,
Chief Financial Officer,
Kāinga Ora

Colin's knowledge and expertise in building a strong leadership team and culture within geographically diverse global organisation is second to none!

Julie Stuart, Executive Director
People and Culture, UOWGE

Colin is like a breath of fresh air! Full of energy, humour, honesty, great insights and experience, he's helping us create a vibrant team that feels good about coming to work and doing their best for the business!

Jo Fisher, Culture Change Leader, ActewAGL

If you are looking for an event and series of interventions, tailored for your particular team or challenges, with real and lasting impacts on individuals and team, then Colin is your man!

Bronwyn Clere, CEO TelstraHealth

Knows his stuff and manages to deliver insights in a way that sticks and your thought processes start working differently. Probably the best workshop I've ever been on.

Paula Brown, HR Manager,
Contact Energy

Colin was superlative in his vibrant cultures workshop delivery at our strategy summit. We enjoyed his planfulness, energy in presenting and ability to engage the group. I would not hesitate to recommend Colin.

Katherine Zangari, Head of Culture,
Leadership and Learning, Findex

Colin is a thought leader with character and credibility; his knowledge to bring about practical cultural change and effective leadership is second to none.

Derrick Dicker, Head of Innovation RACV

**CLIENT
FEEDBACK**