

**"You know those moments that you never forget during your working career and talk about years later? Colin's Culture Experience is one of them."**

- PAUL FALLON



# THE CULTURE EXPERIENCE

BUILDING VIBRANT HIGH-PERFORMING CULTURES WHERE GREAT WORK THRIVES

COLIN D ELLIS

# CULTURE IS THE DIFFERENCE

IF YOU SUCCEED IT IS BECAUSE OF YOUR CULTURE,  
LIKEWISE IF YOU FAIL.

To be successful as a team, department or organisation you first have to define the expectations that you have of each other. A vibrant high-performing culture doesn't create itself. Deliberate action must be taken to co-create the conditions where safety, belonging and productivity thrive, regardless of where people are based.

Indeed, the organisations that thrived during the COVID-19 pandemic were those that recognised that the world had changed and that the world of work had to change with it.

Many organisations spend months developing a strategy and very little time defining the culture required to deliver it. In these situations managers simply hope that the culture evolves to meet the challenges or opportunities that the strategy poses.

## **But hope is not enough to ensure success.**

Culture does not belong to the senior management team or the longest serving members of staff and yet through their behaviours and communication they are the ones that have the greatest impact on it, often negatively.

Culture is the sum of every employee's attitudes, beliefs, skills, behaviours, traditions and stories. Therefore if no work is done by staff to define the shared culture, it will be driven by those with dominant personalities and eventually stagnate. All opportunity for high-performance will be lost and safety will be undermined.

Defining the required culture from which to hold each other accountable provides the only chance of sustainable success. And if this definition process isn't a tailored experience that engages, motivates and inspires staff then it will turn into another boring off-site that fails to deliver the required change.

The Culture Experience program is a team-building exercise like no other. Not only will you collectively define the conditions for cultural success, but the event itself will keep people talking and positively evolving the culture for months.

Don't settle for average, invest in an experience that will provide the foundations for continued team or organisation success.



# SOME CULTURE STATISTICS FOR YOUR BUSINESS CASE

**\$1.8tn**

IS LOST EVERY YEAR

Through poor productivity

[Hubspot, 2021](#)

STAGNANT CULTURES ARE

**10x**

More likely to be negatively affected in a crisis than vibrant cultures

[O.C. Tanner Global Culture Report 2021](#)

**41%**

OF EMPLOYEES ARE THINKING

Of leaving their employer in the next 12 months

[Microsoft 2021](#)

**99%**

OF HR LEADERS ARE LOOKING

To implement a hybrid working culture in the next 12 months

[Gartner, 2021](#)

**92%**

OF SENIOR LEADERS SAY THAT

Changing the culture would improve the value of the organisation

[Corporate Culture: Evidence from the Field - Graham Harvey, Popadak, Raigopal](#)

AVERAGE GLOBAL ENGAGEMENT SCORES ARE DOWN BY

**18%**

When compared to the previous year

[O.C. Tanner Global Culture Report 2022](#)

## THE VALUE OF A VIBRANT CULTURE

**81%**

LOWER ABSENTEEISM

**18%**

HIGHER SALES

**14%**

HIGHER PRODUCTIVITY

**64%**

FEWER SAFETY INCIDENTS

**41%**

FEWER QUALITY DEFECTS

**23%**

HIGHER PROFITABILITY

[Gallup, 2022](#)

# WHY WORK WITH ME?

## I HAVE PRACTISED WHAT I TEACH AND IT WORKS

I am an award-winning international speaker, four-time best-selling author and a highly sought-after global culture change facilitator. I work 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.

They hire me because as a former employee and senior manager myself for many years I've walked the miles in their shoes. I have practised everything that I teach and continually update my approaches to ensure that they are fit for the way we work today and fit for the future, too.

## **I have always been a people person.**

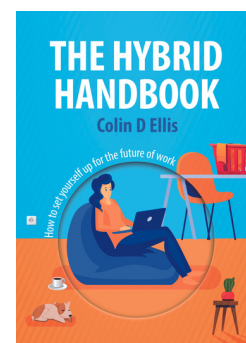
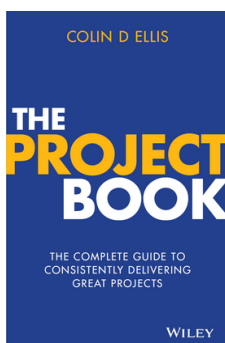
I left high school aged 17 and instantly loved the world of work. I was managing a bank sub-branch aged 22, led transformation projects in the media sector in the 1990s/2000s and was a senior executive in retail, energy, justice, immigration, education, transport and telecommunications industries, in the private and public sector in the UK, New Zealand and Australia until 2015.

Even when leading large transformation initiatives in the 1990s I prioritised empathy and the co-building of team culture over a slavish devotion to process and the pursuit of office politics. That, I believe, was the key to my success during almost 30 years as a permanent employee.

As someone who has bought development programs, I understand that any time spent away from the day-to-day business is precious and must produce results. That's why I am committed to creating tailored learning experiences that not only inspire people to be the best versions of themselves but also to provide them with practical insights they have never had before into how they can work as a team to achieve more. I believe in putting the development of culture in the hands of the people that own it and I facilitate the required conversations in a way that is engaging, practical, motivational... and enjoyable. When people are laughing, they're learning!

My thoughts and ideas on culture have been published in Forbes, Thrive Global, CEO World, CIO Magazine, HR Magazine and many others. I also have a podcast – Culture Makers – where I get business leaders from around the world to share their experiences of culture-building. The Project Book was voted General Business Book of the Year in the Australian Business Book Awards in 2020, whilst Culture Fix was a finalist in the Best HR and Management category. My latest book the Hybrid Handbook was released in July 2021.

I'm originally from Liverpool in the UK, spent six years in Wellington, New Zealand and now live with my family in Melbourne, Australia.



# 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:



# CLIENT FEEDBACK

I recommend Colin to anyone interested in creating a healthy, vibrant company culture, but also to anyone interested in improving their emotional intelligence and leadership skills.

Maël Gallon, Contact Energy, New Zealand

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 connected culture within geographically diverse global teams are 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

A fire has been lit under my team, a burning desire to be a vibrant team that gets shit done. Colin's energy and fantastic content had everyone focused, engaged and contributing. His ability to connect with our diverse group of staff was a standout for me.

Five stars, would recommend.

Paul Fallon, Executive Director: Digital Services and Enterprise Projects, Open Polytechnic NZ

Colin is one of a kind. You want actionable culture change that employees champion and deliver results, Colin is the man. He engages large groups and gets everyone involved in making a change. Every organisation, team needs Colin. Once you've seen him in action you'll never forget him.

Jo Hands, Owner, Whiteark Consulting

Over 100 leaders were able to be part of a bespoke program created to build conscious leadership and great cultures. It was inspiring, challenging, entertaining and powerful. The impact Colin made was tangible and I couldn't recommend him highly enough.

Kelly Sterh, GM HR, Shellharbour City Council



# WHAT I TEACH

CULTURE IS OFTEN TALKED ABOUT, YET VERY FEW PEOPLE ACTUALLY UNDERSTAND IT FULLY.

Often the people that do are consultants who are keen to keep the information to themselves. This is not my approach. Having been a member of workplace cultures for over 30 years I know that the best way to build and evolve them is to support people in understanding how to do it themselves. I teach everyone the six pillars which form the foundation for high performance and target achievement.

## THE 6 PILLARS OF CULTURE



To embed the learning and importance of each of these pillars, the following themes lie at the core of The Culture Experience Program:





# Emotional Intelligence

Self-aware individuals are the building blocks of great cultures. The Culture Experience program builds connection and ensures that people understand themselves as well as those around them. It also introduces a language that provides the basis for effective communication between all teams.





# Behaviour

Without an agreement on behaviour, there is no benchmark for personal performance. The Culture Experience program ensures that people understand what it means to be a good human so they can positively contribute to culture success. It also establishes accountability to ensure that the promises people make to each other in the workshop are delivered.





# Collaboration

For true collaboration to occur, employees need to agree how they will interact and use the tools at their disposal.

The Culture Experience program ensures that there is complete agreement on how work will happen and how performance will be sustained. It also creates agreements between teams on how to remove barriers to ensure that all activity leads to meaningful progress.





# Innovation

Innovation is the mechanism by which cultures continue to grow, evolve and challenge their inefficient practices or leverage opportunities to increase their market share. The Culture Experience program makes innovation easy and ensures that it's a core part of the redefined ways of working. It also demonstrates that new ideas are the basis for continual culture evolution and that they live inside everyone!



# HOW I TEACH CULTURE

THE CULTURE EVOLUTION METHODOLOGY THAT I EMPLOY BUILDS ON MY OWN EXPERIENCES AS WELL AS CONTEMPORARY AND PRACTISED SYSTEMS EMPLOYED BY VIBRANT WORKPLACE CULTURES AROUND THE WORLD

Great cultures focus on creating safe environments where humans understand themselves, have empathy for others and know what it takes to build and maintain a high-performing team that gets the job done. I teach you how to do culture yourself and help you get started on your evolution journey. I focus on delivering a unique, tailored, advanced, yet real world approach that speaks to the culture challenges that people face on a day-to-day basis. I use language that creates connection, exercises that generate energy and ensure that collective accountability is built throughout.

THE METHODOLOGY USES:

- 1.High intensity learning**
- 2.Productive struggle**
- 3.Deliberate practice**



## **1. HIGH INTENSITY LEARNING**

By taking people away from their jobs for a minimum of two days to define the culture, we've made a statement that 'this is important' or that 'this is different'.

I believe in the power of group interaction and learning, recognising that if we are to create a vibrant culture then everyone must follow the same process, in the same way.

This is achieved through high intensity learning from the curriculum and facilitated group discussion. Expectations around behaviour and outcomes are set at the start of each session and teams take responsibility for achieving them.

## **2. RESPECTFUL CHALLENGE**

Whilst team-based learning creates the environment to achieve the outcomes successfully, it's only through respectful challenge that they can be realised.

As staff gain greater clarity on the six pillars of culture and their role within them, it's crucial that they not only question their current attitude, but also the prevailing team mindset and challenge those areas that they feel are holding them back.

Only then can deliberate action be taken to address the culture gaps or opportunities. I know from my own experience that many team-building activities often develop into groupthink sessions or else certain individuals are allowed to dominate. I don't let this happen and ensure that issues are challenged on the day.

## **3. ENHANCED ACCOUNTABILITY**

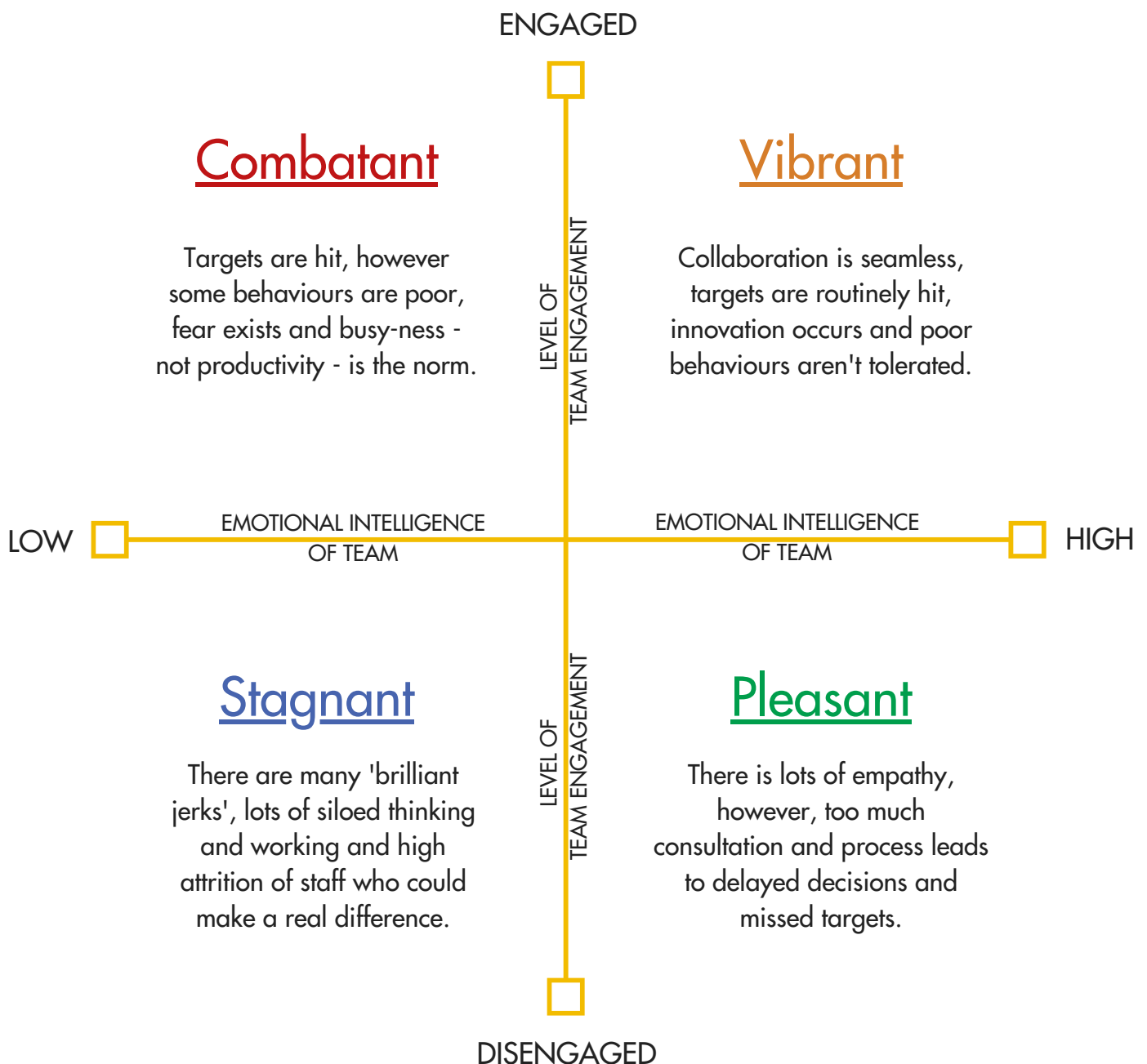
At the end of the culture definition exercise people will feel energised, inspired and motivated to change. Without enhanced accountability, little would happen.

A key output from the definition workshop will be a list of personal and group actions that need to be taken immediately (or are planned in) to ensure that culture outcomes are fully realised.

Our goal is to reset the culture and provide the foundations for future success. We agree accountability partners and I provide leaders with the insights that they need to become role models for the desired culture. We appoint culture captains to keep the team honest and to ensure that action is taken in a timely manner and that each success is celebrated.



# WHERE IS YOUR CULTURE RIGHT NOW?





# THE CULTURE EXPERIENCE APPROACHES

EVERY CULTURE IS DIFFERENT.  
HOW MUCH HELP DO YOU NEED RIGHT NOW?

Workplace culture continually evolves, whether you work on it or not. In a crisis people either pull together and vibrancy is created, or else people retrench to what they're comfortable doing and culture breaks down.

There are three approaches to the Culture Experience program depending on the level of help and support you need right now. Every program is tailored to the challenges you face today and to help you build the conditions where your people can flourish.

For those with an existing vibrant culture, a **reset** may be required to welcome new people and to create a new agreement to meet the opportunities ahead.

For those in the combatant or pleasant quadrants, then not only is a reset required, regular accountability sessions are also required to ensure that you fully **refresh** the culture and don't fall back into old habits.

Those teams that have a stagnant culture, are embarking on a period of sustained change or are looking for regular inspiration and support to ensure that a 'new normal' is achieved then a fully supported **transform** approach will be required to re-invigorate and to hold you responsible to the promises that you make to each other. This game-changing experience entails me transferring all my knowledge of building and evolving culture over to you!



# RESET

*'To set again or do differently'*

## WHO

This approach is for you if:

- You have several communication issues within the culture that need to be addressed
- Your engagement scores are good and you need to maintain them there or enhance them still further
- You are establishing a new team or initiative that requires an established way of working or integrating new team members
- You have limited budget for culture development but need to do something!

## WHAT

This approach contains the following elements:

- A 90-minute session with the senior leadership team to outline their role in supporting culture evolution
- A Culture Definition workshop tailored to you
- A personality profile for each attendee\*
- A Culture Deck that captures the outcomes from the two-days
- A copy of Colin's book 'Culture Fix' for each attendee

## OUTCOMES

With the commitment from staff to implement all they've learned, this approach provides the following outcomes:

- Harmonious, self-motivating teams
- Improved engagement
- Improved productivity
- Improved internal communication
- Enhanced cultural accountability - poor performance and behaviours aren't tolerated
- Greater target and milestone achievement
- Faster value to customers.

## COST

All costs associated with getting to know your organisation and tailoring the program approach are included in the fixed price below. For Australia clients, the costs also include travel, accommodation, meals and all other expenses. Australian costs exclude GST.

AUD\$35,000 - US\$32,500\*\* - EUR€30,000\*\* - GBP£25,000\*\*

\*Up to 50 personality profiles are included in each approach with any extras charged at cost (AUD\$50 each)

\*\* Costs for flights and accommodation confirmed at time of booking

# REFRESH

*'To reinvigorate'*

## WHO

This approach is for you if:

- You have several issues within the culture that need to be addressed
- Your engagement scores are disappointing and you need a change of mindset at all levels
- Targets are often missed
- Behaviour of some individuals is poor and affects the overall culture
- You require periodic help to embed the desired culture
- You are establishing a new team or initiative that requires an established way of working and a regular injection of new ideas or energy

## WHAT

This approach contains the following elements:

- A 90-minute session with the senior leadership team to outline their role in supporting culture evolution
- A Culture Definition workshop tailored to you
- A personality profile for each attendee\*
- A Culture Deck that captures the outcomes from the two-days
- A copy of Colin's book 'Culture Fix' for each attendee
- Four 90-minute in-person culture immersion sessions held at quarterly intervals to inject new ideas and to ensure progress is being made as planned
- Three hours of in-person coaching/mentoring sessions every quarter to provide specific support to individuals and teams to implement the desired culture changes
- Access to the Culture Makers Community for all team members

## OUTCOMES

With the commitment from staff to implement all they've learned, this approach provides the following outcomes:

- Harmonious, self-motivating teams
- Improved engagement
- Improved productivity
- Improved internal and external communication
- Enhanced cultural accountability - poor performance and behaviours aren't tolerated
- Greater target and milestone achievement
- Faster value to customers
- Improved leadership potential
- Improved retention of talent.

## COST

All costs associated with getting to know your organisation and tailoring the program approach are included in the fixed price below. For Australia clients, the costs also include travel, accommodation, meals and all other expenses.

Australian costs exclude GST. [\\$19,000 saving based on current rate card.](#)

AUD\$90,000 - US\$75,000\*\* - EUR€72,500\*\* - GBP£63,500\*\*

\*Up to 50 personality profiles are included in each approach with any extras charged at cost (AUD\$50 each)

\*\* Costs for flights and accommodation confirmed at time of booking

# TRANSFORM

*'To undergo a marked change'*

## WHO

This approach is for you if:

- You have issues within the culture that need to be addressed as a matter of urgency
- Your culture has received adverse publicity
- Performance is poor and targets are consistently missed
- You are about to embark on a period of sustained business or technology change
- Behaviours from many people undermine the safety within the culture
- You are losing good staff
- Your engagement scores are poor and you need systemic change
- You require regular help to embed the desired culture into the organisation

## WHAT

This approach contains the following elements:

- A 90-minute session with the senior leadership team to outline their role in supporting culture evolution
- A Culture Definition workshop tailored to you
- A personality profile for each attendee\*
- A Culture Deck that captures the outcomes from the two-days
- Copies of Colin's books 'Culture Fix' and 'Culture Hacks' for each attendee
- Twelve 90-minute in-person culture immersion sessions held at monthly intervals to inject new ideas and to ensure progress is being made as planned
- Monthly CEO/Senior manager coaching session (if required)
- Three hours of in-person coaching/mentoring sessions every month to provide specific support to individuals and teams to implement the desired culture changes
- Creation of a culture evolution community space to aid accountability, sharing of knowledge and for event planning
- Culture change planning and support
- Access to the Culture Makers Community for all staff

# TRANSFORM

*'To undergo a marked change'*

## OUTCOMES

With the commitment from staff to implement all they've learned; this approach provides the following outcomes:

- Harmonious, self-motivating teams
- Improved engagement
- Improved productivity
- Improved internal and external communication
- Enhanced cultural accountability - poor performance and behaviours aren't tolerated
- Greater target and milestone achievement
- Faster value to customers
- Improved change management
- Improved leadership potential
- Improved retention of talent
- Greater values match between employees and organisation
- Greater cognitive diversity
- Improved self-awareness and emotional intelligence of employees
- Better able to recruit scarce talent - seen as an 'employer of choice'
- An understanding of what it takes to build and maintain great sub-cultures
- Great internal culture building capability.

## COST

All costs associated with getting to know your organisation and tailoring the program approach are included in the fixed price below. For Australia/NZ clients, the costs also include travel, accommodation, meals and all other expenses.

Australian costs exclude GST. **\$57,000 saving based on current rate card.**

AUD\$200,000 (International rates available on application)

\*Up to 50 personality profiles are included in each approach with any extras charged at cost (AUD\$50 each)

# PROGRAM OPTIONS ON A PAGE

A simple view of the options and what's included for each approach can be found below:

	Reset	Refresh	Transform
90-minute Leadership workshop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2-day Culture Definition Workshop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personality Profiling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Copy of Culture Fix for every attendee	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to the Culture Makers Community		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quarterly Culture Immersions		<input checked="" type="checkbox"/>	
Quarterly Coaching Sessions (3-hours)		<input checked="" type="checkbox"/>	
Monthly Culture Immersions			<input checked="" type="checkbox"/>
Monthly Coaching Sessions (3-hours)			<input checked="" type="checkbox"/>
Copy of Culture Hacks for each attendee			<input checked="" type="checkbox"/>
Creation of Culture Evolution Community			<input checked="" type="checkbox"/>
Set of Behaviour Cards			<input checked="" type="checkbox"/>
On-demand access to Colin			<input checked="" type="checkbox"/>

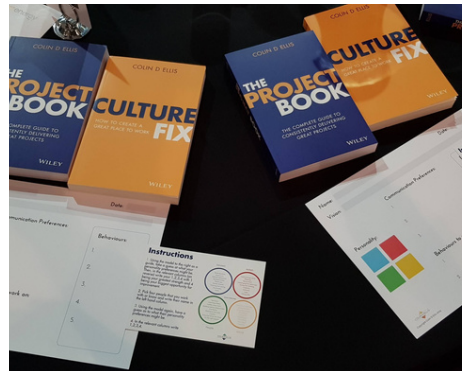
# CULTURE DEFINITION WORKSHOP

The Culture Definition Workshop is an immersive, motivational, practical and entertaining two-day session to build connection between employees and to define the elements of the desired culture.

The workshop centres around the understanding, definition and application of the six pillars of vibrant culture as outlined on page 8.

Personality profiles are used to ensure that employees are self-aware, that empathy is built and that everyone understands how to communicate with others who have a different personality to them.

The Culture Definition Workshop is a team-building experience like no other!



# THE CULTURE DECK

Made famous by Netflix in 2009, the Culture Deck is the key output from the Culture Definition Workshop and captures the intent of the desired culture.

It acts as a social contract, describing the future state in enough detail that every employee (incumbent or prospective) understands what it will take to contribute to the maintenance of the culture and its continued success.

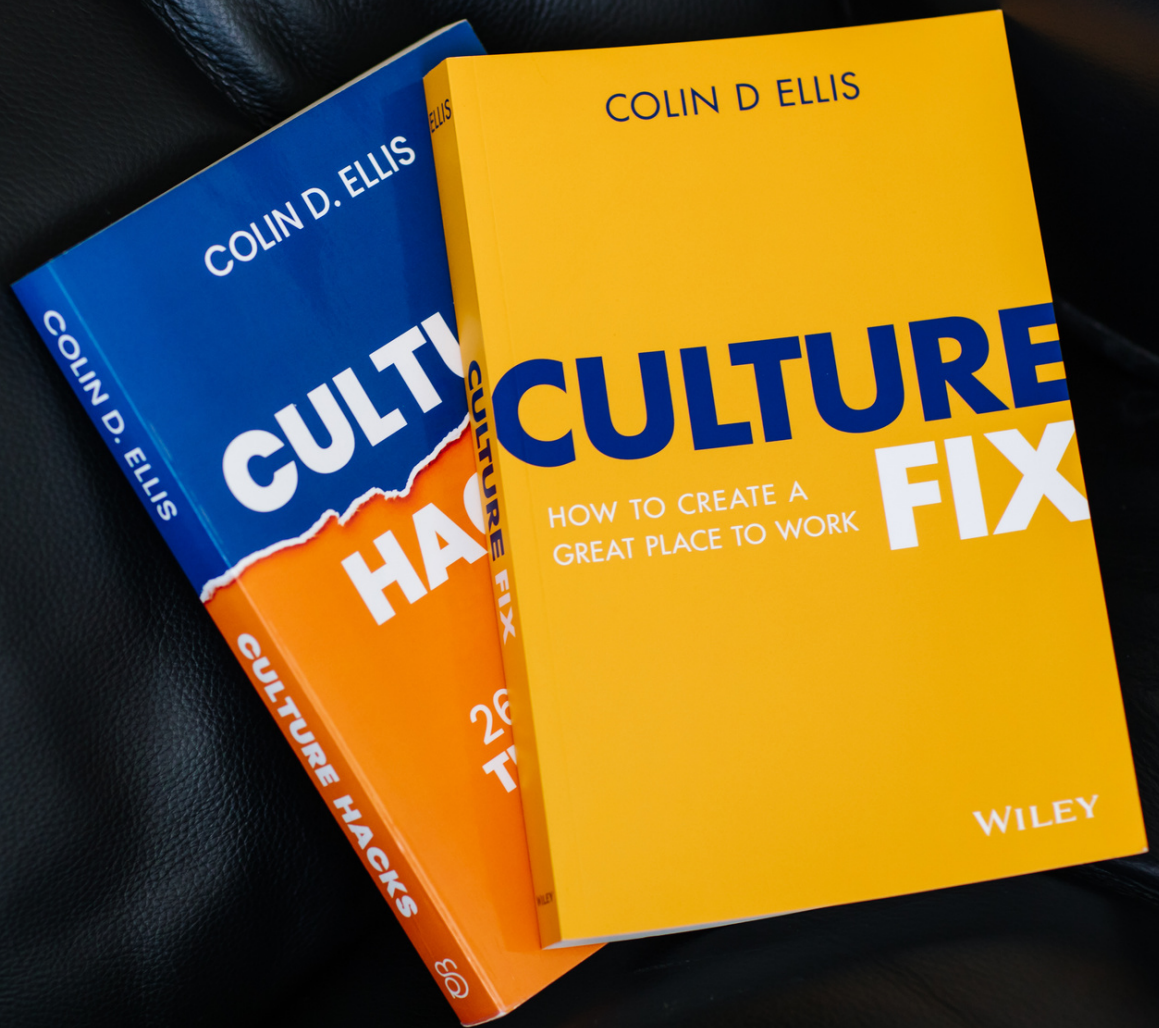




**WHATEVER THE STATUS  
QUO IS, CHANGING IT  
GIVES YOU THE CHANCE  
TO BE REMARKABLE.**

*Seth Godin*

# READY FOR YOUR CULTURE EXPERIENCE?



## NEXT STEPS

To arrange a meeting with me to discuss your current challenges or opportunities, you can phone me directly on +61 474 206 151 or email my business manager at [hello@colindellis.com](mailto:hello@colindellis.com) to find a good time to talk face-to-face.

### CONNECT OR FOLLOW:

