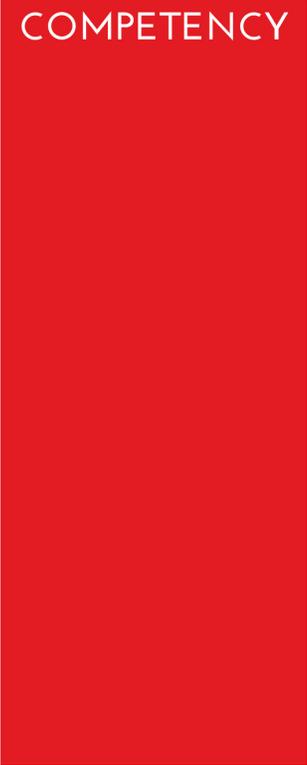


CULTURE *Crafting* WORKSHOPS

COMPETENCY



COMMUNITY



CREATIVITY



COMMITMENT



In Business, cul • ture



The enduring identity that shows up in everything we do, promote, and produce. Intangible at times, it guides us through hard times, keeps us grounded, and fosters success.



is
IT

Big Picture, the organization's light house.

A collectively crafted vision statement reminds the team why they get up in the morning and do what they do.



VISION

The framework that holds up the structure.

Core values guide decision making and support the shared vision of any organization. Behaviors and qualities of mutual core values support the team in upholding the vision. Standards for interaction are more clearly understood and honored.



VALUES

Your organization's promise to the customer.

Being committed to the customer promise and upholding it on a consistent daily basis allows you to realize your vision. Crafting this message as a team creates a bond and accountability level that is valuable and long lasting.



MISSION

WIKIPEDIA DEFINITION

“**Organizational culture** is defined as “a pattern of shared basic assumptions invented, discovered, or developed by a given group as it learns to cope with its problems of external adaptation and internal integration” that have worked well enough to be considered valid and therefore, to be taught to new members as the correct way to perceive, think and feel in relation to those problems” Schein[1]. It has also been defined as “the specific collection of values and norms that are shared by people and groups in an organization and that control the way they interact with each other and with stakeholders outside the organization.”[2] Ravasi and Schultz (2006) state that organizational culture is a set of shared mental assumptions that guide interpretation and action in organizations by defining appropriate behavior for various situations.

4 TYPES OF CULTURE

William E. Schneider

- Power/Control** • exists in the military
- Collaboration** • families and athletics have this
- Competence** • we find this in University systems
- Cultivation** • self actualization and religions embody this

At embellish multispace salon we trust culture to guide us through decision making, drive the brand and message we want to communicate to the public, as well as build our foundation for organizational growth. After 10+ years in business, we have the strongest culture we've ever had. Our team will fight to protect it, and it supports us in our self worth and professionalism. Our culture is so strong that our company name automatically has an image of who we are. Those who are introduced to us quickly get the message that we are not your average hair salon.

Our logo, service menu, and marketing pieces all have a cohesive feel that communicates our brand in a way that would not be possible if we did not have a solid and sustainable culture to refer to. Any internal decisions are made collectively and measured against our core values which are the pillars of our culture. If we were absent of this culture, we would

be in that cesspool of individual agendas and personality clashes. Any systems that need to be created become apparent when there is break down in our culture. We know right away if something or someone poses a threat to our culture and environment. I am excited to share with you the process by which we achieved this level of operation.

There have been many inspiring people and powerful programs I've experienced in my adult life that offered up morsels of wisdom. The culture crafting program is a culmination of those many morsels with a little touch of fun. I've arranged it in a way that creates inclusivity and value for each participant. One outcome of the culture crafting process is the freedom that a business owner gets by being able to relinquish the “bad guy” title. It is no longer about what “the boss wants” and becomes more about personal accountability for each team member to uphold the culture they have crafted together. This is a great gift for the true entrepreneur trapped in the daily muck of business, shackled by people pleasing, and paralyzed by not wanting to rock the boat.

What is

3 CULTURE?

HOW do YOU *Craft* IT?

as your team's culture coach . . .

1

I direct the team through an initial values exercise uncovering core beliefs of each person. The distillation process sets everyone on an equal playing field. Common themes start to appear, and through a consensus process we identify core values that resonate with the entire team.

2

Values are determined and we deeply identify behaviors that support each value. This is important because when the team dialogues supporting behaviors they are building their own list of expectations.

3

The team identifies the key words, creating a foundation for the first draft of the vision statement we will craft together.

4

The team determines what the organization does, who they do it for, and how they do it. At many points necessary systems creation will be identified. This also forms the bones for your mission statement.

5

The team works to build a list of things that should ALWAYS and NEVER happen in the organization. This adds to the accountability tone and builds a foundation for policies and procedures.

6

We together craft a vision and mission statement that reflects your organization clearly, with values that support the internal operations and solidify the culture.

What to Do with IT?

I deliver a comprehensive document for your human resource needs that includes a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats analysis), directives for policies and procedures, and a final image (example included) that visually communicates your culture. This can be kept internal and/or shared with your customers if desired. This image is used as a reminder for staff, and training tool for new hires. It is valuable when having conversations that impact the health of the organization.

Having a strong culture gives you a good foundation for building and growing your brand. It gives you a great start when working with marketing teams and graphic designers. The work we do gives them a deeper look into your organization which will translate through your brand more clearly. It is important to have your culture be the basis of your brand because it makes it that much more authentic. If you do not have a graphic designer, I can recommend one that will fit you.

CULTURE
IMAGE

EXAMPLES:



VISION

Sixth Avenue Business District is the FUN destination to Live, Work, Eat, and Play thus empowering businesses, residents, and volunteers to prosper.

6th Ave

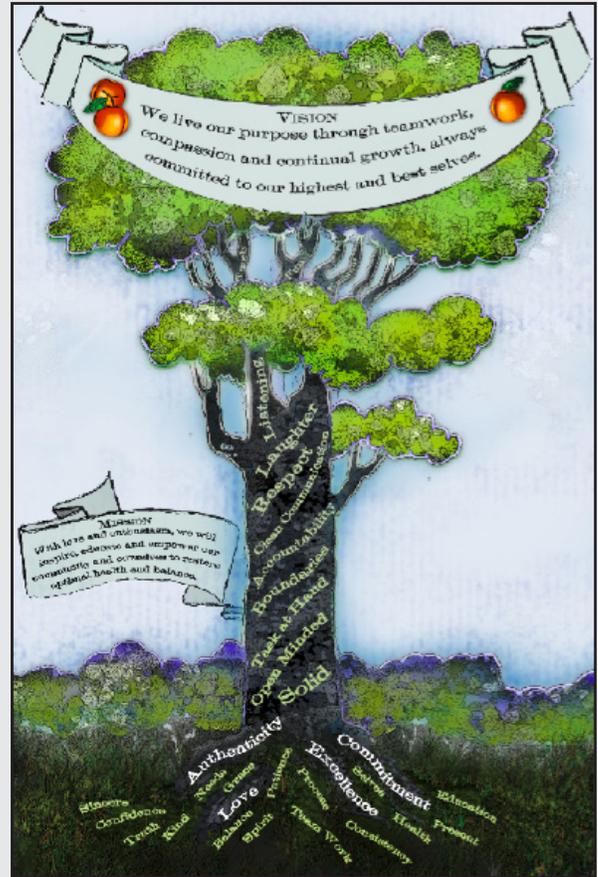
BUSINESS DISTRICT

VALUES

- preparation
- planning
- process
- action
- drive
- implementation
- reasonable
- realistic
- goals
- results
- responsibility
- willingness to step out
- willingness to step aside
- shared vision
- common goals
- focus
- transparency
- accountability
- respect
- democratic
- reliability and
- follow through
- safe to be heard
- selflessness
- acknowledgement
- openness to ideas
- multiple victories
- respect
- factual
- accurate
- educated
- direct
- with integrity
- responsive
- with courage
- trust
- level headed
- caring
- humble
- empowering
- light hearted
- with humor
- joy
- success
- reflective
- telling story
- life's too short NOT to

MISSION

Sixth Avenue Business District serves our members through organized collaborative efforts to promote our sustainable vibrant community footprint.



embellish multispace salon

VISION - SYNERGY OF VALUES, MISSION AND INTENTION WILL DRIVE US TO ACHIEVE OUR 2012 GOALS.

MISSION - TO DISCOVER, EMBRACE, AND ENHANCE BEAUTY REFLECTING EACH INDIVIDUAL PERSONALITY IN A FUN, COMFORTABLE AND INSPIRING ENVIRONMENT.

MARKETING PUGET SOUND

GROWTH **ENVIRONMENT** **PROFITABILITY**

APPRECIATION

What does IT Look like?

LOGISTICS:

Depending on the size and cohesiveness of your team, it could be completed in one 3-5 hour session, multiple 3 hour sessions or schedule an all day retreat. You will know at the end of each session what is expected next. We can also do quarterly or yearly tune-ups.

COST:

| | |
|--------|---|
| \$600 | 3 hour session (could also be used to audit current vision/mission) |
| \$875 | 5 hour session |
| \$1200 | Full day session |
| + | |
| \$250 | Completed image (to be used in branding & employee packets) |
| \$350 | 2 hour team tune-up session (quarterly or annually) * |
| \$99 | Coaching calls (weekly, bi-weekly or as needed) * |
| TBD | Travel expenses to be determined. |

* Tune-up and coaching calls are for clients who have already been through their Culture Crafting Session.

YOUR BUSINESS CULTURE COACH

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