

Elevating Engagement: A Culture Boost

Covid-19 has had a massive impact on business, and a strong and engaging culture can help you rebound quickly and come back strong. According to Culture Amp, companies with a strong culture generate up to 5x more revenue, are 3x more likely to retain employees, and are targeted by 94% of jobseekers.

To help in these unique times, The Center for Sales Strategy is offering a Culture Boost Program to help our customers engage their teams and grow their business. Based on the principles and strategies of Up Your Culture and the four Engagement Elevators, we will help you increase the focus, energy, and productivity of your people so you can begin growing your business in the "next normal."

The Program Includes:

- ▶ Four months built around the four Engagement Elevators.
- ▶ A Rapid Engagement Survey to measure employee engagement and establish focus.
- ▶ Virtual mini-workshops to provide mastery.
- ▶ Take Action Webinars.
- ▶ A Closing survey to measure improvement.

The Curriculum - The four Engagement Elevators:

Month 1: Shared Mission

- ▶ Leadership team "Set the Stage" Meeting (30 min.)
- ▶ Virtual mini kick-off workshop with the Leadership Team to identify or refine Core Values (90 min.)
- ▶ Pre-recorded webinar: Communication Strategies to Promote Your Core Values and Beliefs (10-15 min.)

Month 3: Valued Voice

- ▶ Pre-recorded webinar: Growth Guides (10-15 min.)
- ▶ Culture assignment: Conducting Growth Guides
- ▶ Meeting with the Leadership Team to discuss Growth Guides and Priority Strategies (60 min.)
- ▶ Next step assignment: Complete Priority Strategies

Month 2: People Development

- ▶ Pre-recorded webinar: User Guides (10-15 min.)
- ▶ Culture assignment with Culture Kit: Building Your User Guides
- ▶ Meeting with Leadership Group to share User Guides (60 min.)
- ▶ Next step assignment: Sharing User Guides across the company

Month 4: Earned Trust

- ▶ Pre-recorded webinar: Transparency and Trust, Townhall "Ask Me Anything" Meetings (10-15 min.)
- ▶ Culture assignment: Schedule Townhall meeting
- ▶ Best practices and assistance in implementing a remote townhall
- ▶ Closing Leadership Group consulting call (30 min.)

Price: \$7,500

