

Culture Playbook Guide

Key components for building clarity of intent, focus
and responsibilities in creating your ideal culture.

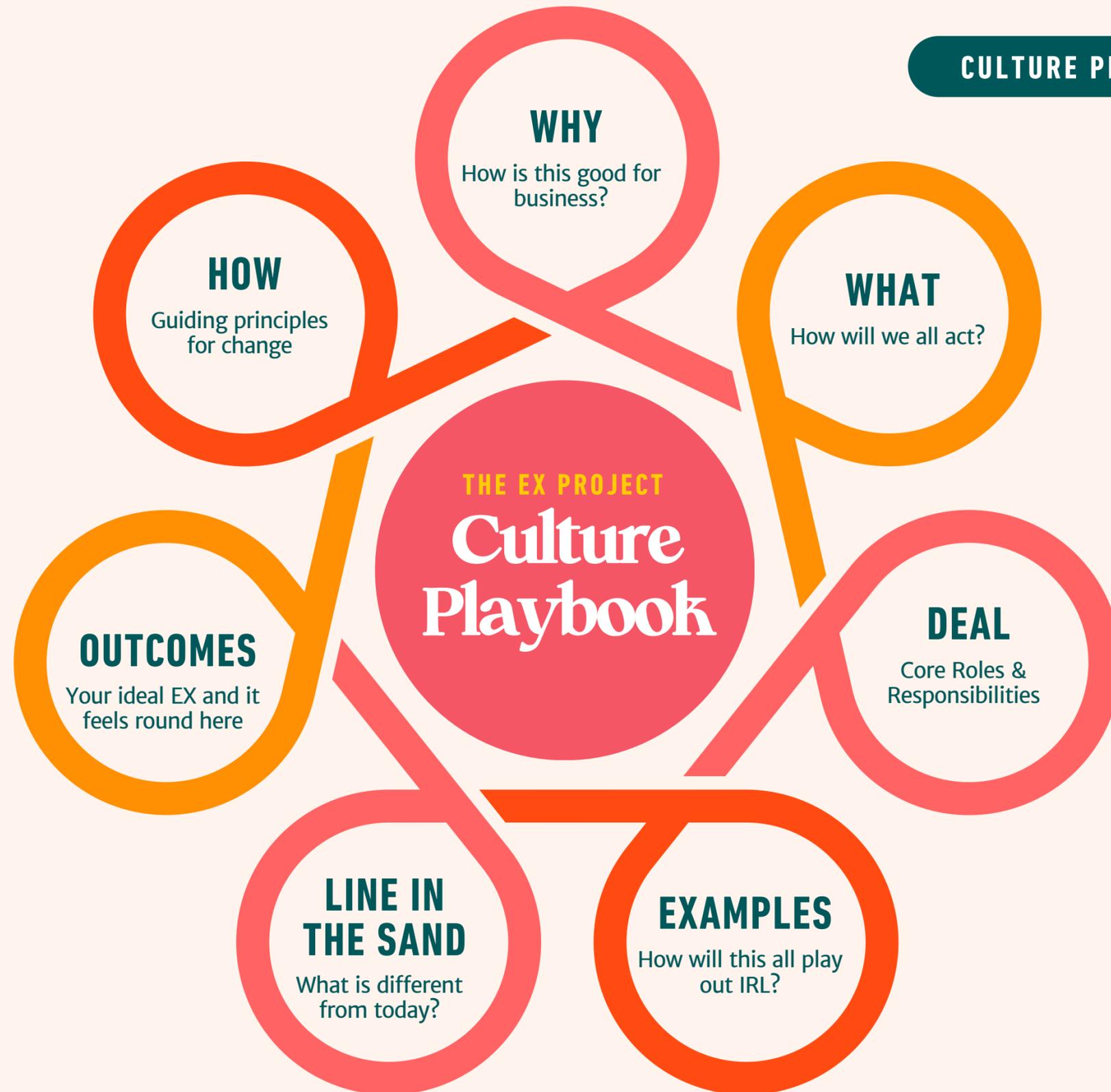


A free resource from the Employee Experience Project
www.TheExProject.com



The Culture Playbook

Providing a clear guide to your ideal culture and it how it plays in practicality.





The business case

Connecting to business drivers for culture change to create:

THE WHY



CULTURE PLAYBOOK GUIDE

Articulating what drives our cultural requirements, in relation to what CX / product and business outcomes we are seeking to deliver.

Creating a clear business case for why focus on culture is key. Setting out a business focused rationale around what it will unlock for the

Points to answer

- What desirable behaviours will the new culture unlock?
- How are those behaviours relevant/critical to our business success in the future?
- What immediate priorities will it enable and how will our culture shift ready us for the future?
- What is our burning platform and how are we appealing to that?

In comms it's critical we tailor the answers to these questions and target them to the critical why of the audience at each level.



A culture fit for the future

Defining what type and tone of behaviour your ideal culture needs to fuel by detailing:

THE WHAT



Providing a high level view of how the culture will look once transformed.

Giving the overall direction required to contextualise the broader detail on key roles responsibilities and how it will feel around here.

At this level we can set a general vision for tone of operation that be linked directly to business drivers and goals.



Your ideal EX

Setting the standard on how needs to feel around here for our people to thrive and deliver the best they can

THE OUTCOMES.

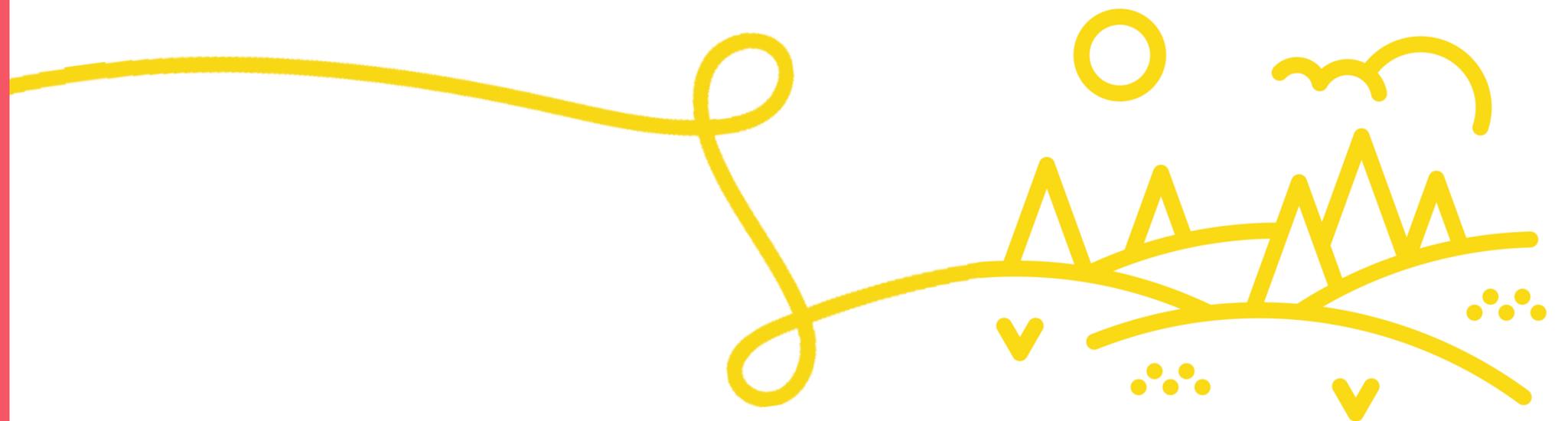


This section of your playbook creates the basis for an emotive connection to the culture change. Its the foundation of the 'what is in it for me?' narrative you can use with colleagues.

Supporting the idea of good work fuelling us to be the best we can be at work and more broadly in the roles we value in the rest of life.

It also create an outcome based standard of culture that helps all colleague groups to focus on their impact on others.

This is great foundation for building personal responsibility and allowing discussions on the difference between intent of action and ultimate impact.





Core Roles & Responsibilities

Clearly defining key groups are expected to act in order to make positive for themselves and others.

THE DEAL



Describing what colleagues will be asked to sign up to in relation to their role in delivering a positive EX for themselves and others.

Here we are being crystal clear about what we are asking core groups to sign up in relation to their personal behaviour.

Rather than a detailed competency framework, we want to boil this down to highest level of positive impact and unique value in the cultural eco-system.



What does this mean for me from today?

Be clear on what is important to prioritise, starting from today.

THE LINE IN THE SAND

A critical element of creating initial momentum on the journey towards your ideal culture accessible, is related to being clear on what is important, starting today.

Here we provide an example of a definition of the non-negotiables moving forward.

In comms you will seek to acknowledge how some of these will a journey and set out what first steps towards them will be.

Also starting to contextualise the first.





How will this play out **IRL?**

Help people understand what this all means in practicality

THE EXAMPLES



Working through common practical scenarios and tension points in your business, to illustrate what great looks like for all moving forward. For example:

COLLEGIATE

When making a decision about your work, consider how it may impact others beyond yourself and your team. Your manager will be supporting you to think about how you can maximise positive impact and support for others through your actions.

ACCOUNTABLE

If you provide a paper to the EXEC on an issue that is in your gift to resolve, while making themselves available for advice and support, they will reject the paper and ask you to own the solution.

DRIVEN

When setting your annual plans for your department we'll ask you to look for opportunities for positive stretch and improvement, seeking not just to maintain the status quo, but provide tangible evidence of adding value and evolving your approach.



Guiding Principles

Defining the speed, tone and approach to the culture change.

THE HOW

Here we begin to set out our route to culture change, by describing the priorities that will inform our approach.

Its helpful to put these principles in the context of your current state and the ideal future.

Points to answer

- Where will ideas for change originate from?
- Who will be responsible for driving change?
- What support will the business provide to support colleagues?
- How fast are we hoping to move?
- What is the first step?
- How can I get involved?
- What do we do if we face a barrier or setback?

INTRODUCING THE

Employee Experience Project

In a rapidly changing workforce landscape, The Employee Experience Project support business leaders to define and create the cultures and employee experiences they need to supercharge their business performance.

Our approach sets us apart – we actively instill the confidence, knowledge and capacity you need to cultivate a great culture within your organisation.



Contact us for help to codify your current culture

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