

# Up Your Culture Executive Workshop

This Shared Mission workshop takes company leaders through our proven process to identify their organization's core values and define their reason for being.

By the end of this virtual workshop, the executive leaders of your organization will have a North Star to guide your company to a stronger culture, increased employee engagement, and improved business performance.



ENGAGE YOUR TEAM. GROW YOUR BUSINESS.

## Executive Leaders are the Cornerstone

At the end of this 3-hour strategic workshop, your senior management team will have developed or refined your core values and reason for being.

## Your Company Culture North Star

This workshop is designed for top-level executive leaders who will set the direction for the larger company.

### **Culture and Engagement: Setting the Stage**

- What is culture and why is it so important to business success?
- Introduction to the four engagement elevators

### **Shared Mission**

- Your reason for being and core values

### **Creating Your Reason for Being**

- Executive Team works independently to finalize reason for being

### **Identifying your Company's Core Values**

- Executive Team works independently to finalize and define core values

### **Next Steps**

## Investment

\$5,200 for the workshop and workbooks for the executive leadership team

## Customized for Your Organization

- Designed to meet you where you are on your culture journey.
- Executive Leaders will take first steps to elevating engagement and impacting culture.
- Allows you to build a strategic plan to create the kind of culture you want to have and consider how you can lay the foundation for a shared mission right away.
- You will have a head start if you choose to continue with the two year Up Your Culture Program.