

Roadmap to a Great Culture

START HERE: DEFINE YOUR PURPOSE & VALUES

A strong culture starts with clarity. What do you stand for? What behaviours drive success?

- Establish your mission, vision, and values
- Align leadership and employees with a shared purpose

STRATEGY: BRING YOUR CULTURE TO LIFE

A great culture isn't just words on a wall—it needs a plan.

- Set clear culture and engagement goals
- Align your HR and leadership strategies with business success

EMPLOYEE PERSONAS: HIRE WITH INTENTION

Know exactly who you need to complement your culture and strategy. Define your ideal employees before you even start recruiting.

- What motivates them? What keeps them engaged and performing?
- What skills and values do they bring? Do they align with your culture?
- What work environment do they thrive in? Ensure the right fit for long-term success.

🔍 The right people don't just fill a role—they elevate your business.

SKILLS & STRENGTHS: THE FOUNDATION OF SUCCESS

Your people are the heartbeat of your culture. Invest in them.

- Use CliftonStrengths to unlock potential
- Develop team capability through targeted leadership programs

BUILD LEADERSHIP CAPABILITY

Culture is shaped from the top. Equip leaders with the skills to foster trust, collaboration, and accountability.

- Coaching, mentoring, and leadership development
- Engagement Champions to drive culture from within

A SIDE ROAD: HR COMPLIANCE THAT SUPPORTS CULTURE

Culture thrives in a well-structured environment. Get HR right.

- Ensure compliance without the overwhelm
- Build a solid foundation with clear policies and frameworks

CULTURE IN ACTION: BEHAVIOURS & SYSTEMS

Set expectations and embed the right behaviours.

- Define and reinforce cultural behaviours
- Implement HR systems to support engagement

INTENTIONAL RECRUITMENT: HIRE FOR CULTURE FIT

Great cultures are strengthened by the right people.

- Attract and hire employees who align with your values
- Design a hiring strategy that enhances culture, not just fills roles

Culture doesn't happen by chance..... it's built with intention

**Your culture is your
competitive advantage.**

**We help you design it, build it, and
sustain it.**

Ready to start your journey?



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