



*culture co.*

**SPEAKING  
&  
WORKSHOP  
KIT**

mashroo

# WHO WE ARE

WE ARE BUSINESS  
EDUCATORS WHO BELIEVE  
IN THE IMPACT OF CULTURE  
IN THE WORKPLACE

We believe that the best company cultures are cultivated inch by inch and that the best company cultures produce the happiest, most effective, highly productive employees.

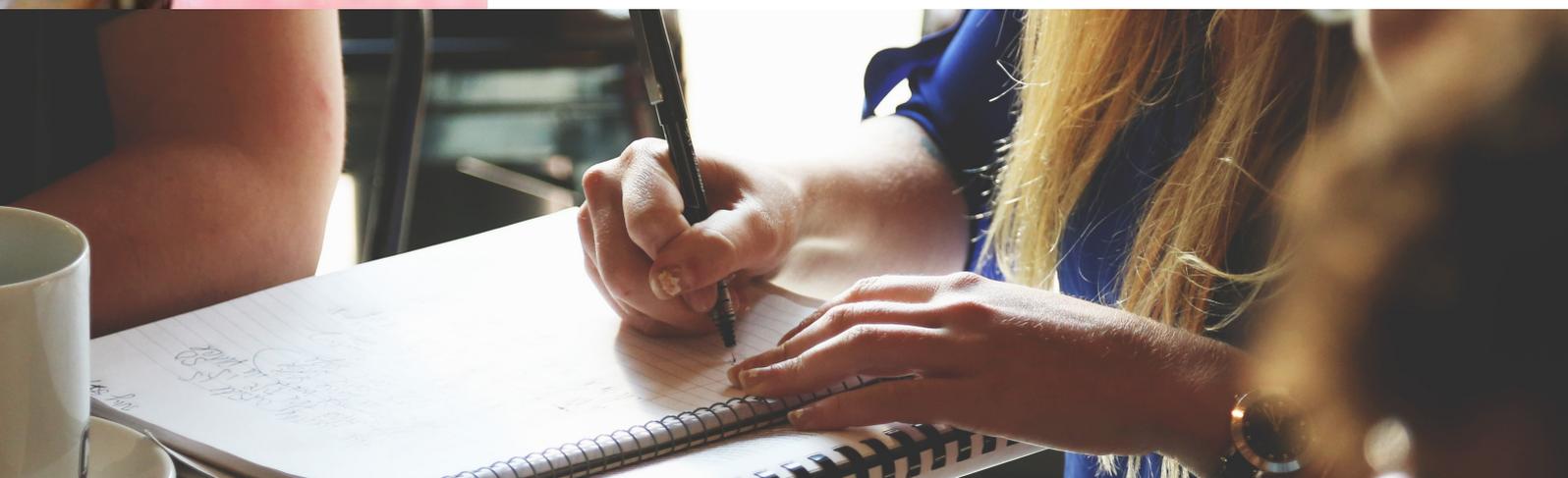
We work alongside you and your team as we identify your core organizational values and create a plan that brings those values to the forefront of all you do; ensuring employees and clients share the experience.

Through identifying your unique culture, you give your team a 'why' which has been identified as one of the foundational reasons people feel engaged at the workplace.



We believe in  
the power of  
aligned teams  
that cultivate  
values & ways in  
which to live  
them together.

And learning collectively is one of the most effective approaches to bring your teams together. Whether it is the entire company or your leadership team, we utilize your specific team goals and align them with our extensive knowledge in building culture, people development and brand alignment to ensure that you walk away with tangible plan of action.



# CULTURE

How to Cultivate Your True Company Culture  
4 hours

Why Culture Matters  
1.5 Hours

Living Your Values in the Workplace  
4 hours .

The Changing Landscape of Leadership  
2-4 hours



# PEOPLE

Building A Strengths Based Team  
4 hours

Setting People Processes Around Culture  
1 or 4 Hours

Beyond the Engagement Survey  
2 hours

Understanding Recruiting & Retention  
through the Culture Lens  
2 hours .

# BRAND

Cultural Branding & Why it Matters  
2 hours

Building Authentic Social Media Platforms  
1.5 Hours

Build Your 12 Month Brand Strategy  
4 - 6 hours .

Aligning Your Workspace to Your Brand  
4 hours





## MEET THE TEAM



Nicki has spent the last 16 years cultivating the most effective, loyal teams. While working for a national healthcare company she witnessed the draining result of high turnover on the bottom line and the ineffectiveness of not deliberately and intentionally cultivating organizational & team values. Her philosophy is deeply rooted in understanding your core organizational and leadership values that impact all aspects of employee productivity, morale, loyalty and high profit margins



Coralee believes that true design should leave impact while aligning to your culture and brand. First concept and then design, research and creation are key. Coralee has worked with both residential and commercial clients to create beautiful but cohesive and functional spaces. After studying marketing and design for business she soon realized that creating spaces that people loved was truest to her skill.



Breanna is a detail-oriented marketing strategist with experience in marketing strategy development, brand management, content development & social media marketing. Breanna has a successful track record of building and maintaining positive, productive relationships with internal & external stakeholders. Her ability to effectively create, implement and measure success of marketing communications programs, activities and materials qualifies her as our in-house brand and marketing expert.



Jenelle is our passionate number crunching, data loving finance tactician. She has over 11 years working in finance in various organizations and roles and spent additional time in Business Development prior. Clear, concise data takes an intangible feeling (your cultural temperature) and turns it into a tangible trend through thoughtful data collection and continual tracking.

### CONTACT US

604.791.9230 . [info@cultureco.ca](mailto:info@cultureco.ca) . [www.cultureco.ca](http://www.cultureco.ca)



# BOOKING A SESSION

WHETHER IN YOUR OFFICE OR OFF-SITE, WE WORK TOGETHER TO CREATE A MEANINGFUL & COLLABORATIVE SESSION

Our aim with any lecture or session is to empower your team to learn new skills that they can implement as soon as the session is finished.

We use your organizations goals as we walk through the sessions to ensure that the topic and information is relevant to what your needs are.

All our sessions are customizable for length of time. We can deliver them in lecture format or in a workshop hands-on format.

Learning, growing and adapting are the cornerstones of engaging your team together



And if you are looking for a more in-depth training series, we can also develop these topics across several sessions.

But whichever format you choose, they are always interactive and will require participation.

To inquire please call 604.791.9230

