Our Culture Story(c)

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The Academy's "Our Culture Story" has one purpose. That is for companies to have all of its culture related data in one place and accessible to all employees.

The design and specifications for the software are ready for programming. We will now form a small consortium group to assist in paying for the programming in return for an investment. Cash in the amount of $1000 is the way to become an equity partner in the Academy.

The 5-steps for Our Culture Story are shown in Figure 1. It is much easier to explain verbally and Jerry would be delighted to set up a zoom meeting with you to explain person to person. Also, the figures in this paper are available as PowerPoint slides which are easier to see.

Step 1: The academy has identified 31 workplace culture practices. From that total number, a company culture committee, Academy facilitators, and a graphic facilitator meet for the culture committee to choose which of the 31 practices, or some combination or variation thereof, apply to their company. This is a one-day meeting event using the World Cafe meeting process that ends with the chosen practices and a large mural of drawings that capture the flow of the meeting. The mural contains an image for each practice that will be used in publishing the booklet.

Step 2: The Culture Committee meets again for an hour or so to review their selected practices one more time and to assign tasks to arrive at a company philosophy for each. Philosophies are statements of "belief" for each culture practice. Each starts with "We believe" with "we" meaning the company.

In figure 1 shown later, the culture practice was "peer to peer connections" for a company called Mercantile. The company's philosophy about that practice is "*We believe that employees with strong connections results in them being healthier, happier, having less stress and being more productive. We support projects with the purpose of peer to peer connections.*"

Step 3: At this time culture practices have been chosen, an original drawing depicting each practice has been created, and a company philosophy exists for each practice. The content is designed and laid out for printing as a hard copy booklet and also for an online e-booklet

Step 4: The booklet is published as hard copy and as an online e-booklet.

Step 5: The practices with their philosophies are transferred to online software. The software provides a way for employees to share their opinions, thought, beliefs, and comments about each culture practice and to rate how well each practice is being achieved by employees.

Following are 2 software screen mockups. One is the Landing Page (figure 2) and the other is a Data Base Contents page (figure 3). There is too much content to describe in this short paper. But you will find most of it is self-obvious and intuitive.

The Landing Page has a familiar Table of Contents showing the culture practices, a navigation bar, and a photo of an employee with a tidbit about them that would not be found in a usual bio. The latter is randomly chosen from all employees when an employee logs in. This is consistent with the software emphasizing connections, relationships and friendships among employees.

The navigation bar is mostly self-obvious except for Yearbooks and Dream Books in the Culture Clubs tab. In December of each year all registered employees are asked to tell what are their most memorable work experiences during the past year. This become Yearbook input. In January they are asked to tell what are their dreams for the coming year. That becomes Dream Books input.

The Data Base contents page (figure 3) is the place where employees add their thoughts, opinions, and ideas for each practice. It is the place where results are available for how well the practices are being achieved.

The software is enterprise level software and it will be mobile ready. Although easy to understand, 30 minutes of verbal introduction quickly explains concepts and functionalities.   I would love to set up a 30-minute Zoom meeting with you to go through the 5 steps including the software. I think you will be impressed. I would also love to visit with you about becoming an Academy equity holder by participating in the software development consortium.

Our Culture Story ©
Company Culture Practices in One Place – 5 Step Process
Art, Design, Business Culture Expertise, Computer Software

(1)

Practices Table of Contents
Branding
Ethics & Behaviors
Fair & Equitable Rewards
Employee Ownership
Diversity
Values
Whole Person Wellbeing
Embracing Individual Strengths
Training & Development
Humanistic Skills
Mindfulness
Feedback
Mentoring
Recognition
Sharing Data
Idea Management
Self-Managed Teams
Autonomy
Flexible Work Team
Customer Centricity
Physical Environment
(31 total)

Company Culture Team, Academy Facilitator, and Graphic Recorder

Graphic Recorder Output

(2)

Company Culture Team Prepares Company Philosophy for Each Selected Practice

Practices Chosen
Vision
Ethics & Behaviors
Fair & Equitable Rewards
Employee Ownership
Diversity
Values
Sharing Data
Whole Person Wellbeing
Embracing Individual Strengths
Training & Development
Mindfulness
Feedback
Mentoring

(3) Template Content

VISION

To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

SHARING DATA

A bank of numbers that are visible to all employees. The numbers show monthly revenues, client numbers, and customer churn. The CEO sees transparency as a 'silent motivator' for employees to see themselves as partners.

VALUES

Values are the heart of the culture. They let employees know how to behave at work and what is required to be successful. Companies know they have selected the right values when (1) Employees say that these values are "who we are" (2) They are used to make tough decisions and (3) Posters are not needed because they are known and communicated successfully by senior employees to new hires.

(4) Design and Publish Hard Copy Brochure & E-Booklet

YOUR MESSAGE HERE
YOUR LOGO

(5) Online System for Employees To View and Add Content

We believe that employees with strong connections results in their being healthier, happier, having less stress and being more productive. We support projects with the purpose of peer to peer recognition.

Employee Inputs about Peer to Peer Recognition

Add New Content | Comment on Existing Content

Academy of Culture Ambassadors

Our Culture Story©

HI DAN, WELCOME BACK

Mercantile's Philosophy about Peer to Peer Connections

We believe that employees with strong connections results in them being healthier, happier, having less stress and being more productive. We support projects with the purpose of peer to peer connections.

Employee Inputs About Peer to Peer Connections

We use Bonusly for employees to connect and recognize each other for great work. See the great tutorial attached. Our retention has gone from 74% to 82% since we started using. (10.02.18)

Comment: The best thing that's ever happened. See what I've already bought from the catalog. (11.15.18)

We have a contract with PPR Inc. for training on peer to peer training. A brief introduction is attached. (11.11.18)

I presented our culture last week at the DFW SHRM meeting. See my slides attached. (11.15.18)

Comment: These are super slides. You should schedule classes for all our employees. (11.16.18)

Usage Report | Delete Users | Philosophy | Edit Existing Content | Add New Content | Comment on Existing Content | Achievement Survey

Survey Results
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Logout