

# Culture Sprint

2022

## Program Overview & Curriculum

3-Day sprint to align strategy and culture for impact and success



## Program Details

### What is the Culture Sprint?

The Culture Sprint is an interactive program that will lead founders, executives, leadership teams, and their people through the methods and foundational elements that drive higher levels of success within organizations. This program guides you through a journey to reimagine three core questions:

- **Who are we?**
- **How do we operate?**
- **How do we grow and sustain?**

### How much is the program?

- \$2,250 per full-day
- Culture As A Service Subscription is \$500-\$1000 per month

### Where does this program take place?

- Zoom!
- Or at a dedicated location determined by the company

### Who is this program for?

This is intended for those leaders and organizations that want to design high-performing, authentic, innovative, and purpose-driven teams and organizations. Answering some of the core questions in this program will instill a culture of innovation, build more confidence in the company and its leaders, and engage employees around a deeper purpose that unlocks higher levels of performance and engagement.

## Culture Sprint Curriculum - Concepts & Schedule

Day 1 - Design	Day 2 - Systemize	Day 3 - Sustain & Grow
Evolutionary Purpose	Strategic Direction & Culture Alignment	Creating Rhythms, Rituals, and Routines
Vision Setting	Performance Enablement Pt. 1	Culture Management - "The Culture Crew"
LUNCH BREAK	LUNCH BREAK	Cultural Governance
Guiding Values	Performance Enablement Pt. 2	
Organizational Manifesto and Narrative Building	Culture Experience - Stakeholder Relationships	

# Program Overview Continued

## What does the post-sprint "Culture as a Service" package include?

After you design your culture and build out your cultural foundation, you should look to have a strategy that reinforces sustainability. The "Culture as a Service (CaaS) sessions are facilitated to allow organizations to reconnect, share updates, discuss challenges since implementing elements and generate new ways to approach a challenge or question. We will also tap into our expansive network of culture practitioners to provide mentors and topic-specific training and development sessions.

- Monthly & Quarterly Pulse Checks
- Peer to peer group sessions
- Mentors & topic-specific training and development sessions
- 1:1 Coaching

## What are some of the targeted outcomes of this program?

- Increased Employee Engagement
- Reduced turnover and associated recruiting & training costs
- Higher Productivity
- Improved morale
- Creativity & Innovation
- Improved Customer experience and satisfaction
- Increased revenue and profits
- Greater interest from top talent

## What was the experience like for past participants?

*A hands-on program, the Culture Sprint is a great opportunity for people to come together as a team to develop organizational values, mission statements and the true "why" and heart of their organization. Not only is it a great way to meet others going through similar scenarios, it is a great way to connect with your team and learn along the way.*

—Bailey Labonte, Principal - People, Culture & Employee Experience Partner @ Securonix



*Thanks to all of the forethought, coaching, and support you offered me through the Culture Sprint and beyond. I wanted my team to work with you because I felt we had a one-time opportunity to get expert advice, while we were still at the beginning stages. With your help, we answered some hard questions, became aware of what hid in our blind spots, and we're still using what you taught us as we evolve and grow. I can't recommend the Culture Sprint and Perennial Culture enough. They were a pleasure to work with and still feel like they are with us on the journey to build a thriving and sustainable business.*

—Ambrose WB, Founder @ Milwaukee Wellness Collective



*I'm so grateful to have been part of the Culture Sprint group! As an HR/People Ops department of one in my small company, I can often feel isolated in the initiatives I'm trying to push forward, so one of the best parts of the program was the opportunity to connect with other people from all over the country who are committed to building culture first companies. Getting to discuss and learn alongside them provided so much inspiration and insight that motivated me to continue to put the work in to keep building culture at my own company. I also really appreciated all the hard work that the Perennial team put into providing practical, transferable resources for us as participants, including going out of their way to coach each of us through the different things we were thinking through on behalf of our orgs. I finished the program feeling more inspired and equipped to keep pushing forward culture-first initiatives at my company and among my colleagues!*

—Sarah Gray, Operations & HR Manager @ Horizon Production

