

# TRANSFORM CULTURE

## AN EXECUTIVE LEADERSHIP PROGRAM THAT DELIVERS MEASURABLE CULTURE TRANSFORMATION

### MEASURE AND MANAGE YOUR CULTURE

#### CULTURE DRIVES ENGAGEMENT AND IGNITES PASSION FOR YOUR PURPOSE!

You may have the world's greatest product and go-to-market strategy, but if you do not have a culture and that emphasises healthy, constructive behaviour, you will not realise the full potential of your workforce, and your business will not be enabled to sustain high performance.

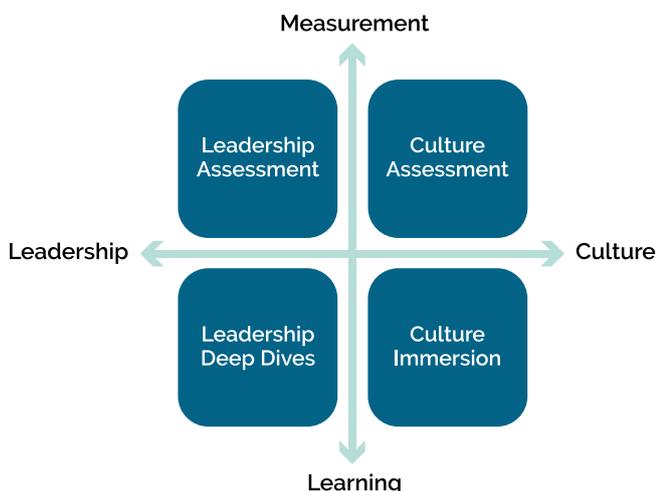
*"What gets measured gets managed".*

Peter Drucker

Most organisational leaders understand the importance of culture. However, most do not know how to tangibly measure and manage culture.

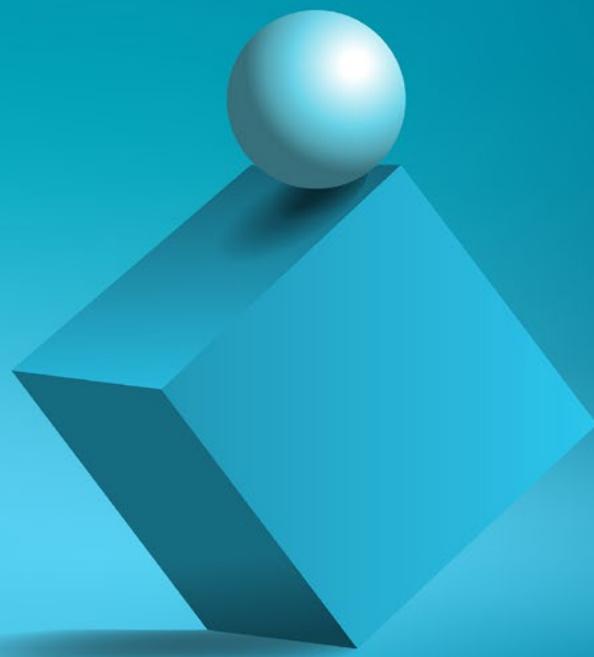
This comprehensive 12-month program provides organisational leaders with a system to measure, manage and enhance their most powerful intangible assets driving performance – the organisations' culture and leadership.

The **TRANSFORM CULTURE** program includes four key components that are able to be delivered as single elements or in combination:



- **Leadership assessment** of your leadership team using Human Synergistics Life-Styles Inventory (LSI).
- **Culture assessment** of the whole team using the Human Synergistics Organisational Culture Inventory (OCI) and Organisational Effectiveness Inventory (OEI).
- **Culture Immersion** week to develop the capacity of leaders and teams to contribute to positive, productive workplace cultures.
- **Leadership Deep Dive and Coaching** with the leadership team to develop leadership capability and deliver culture plans.

'Blue cultures are SUSTAINABLE.'



## DELIVERING MEASURABLE OUTCOMES

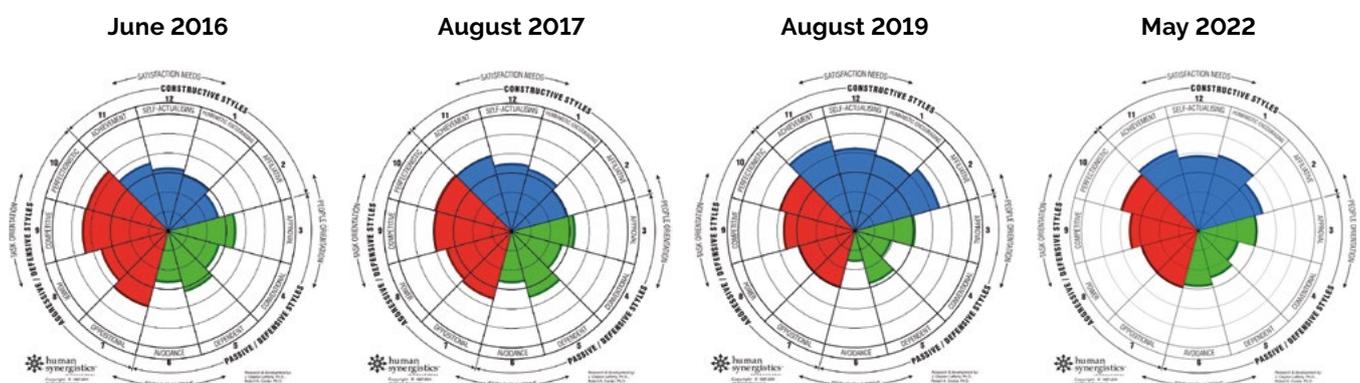
### THE HUMAN SYNERGISTICS CIRCUMPLEX® IS OUR MEASUREMENT SYSTEM

As an accredited Human Synergistics practitioner, Stephanie Bown adopts the *Human Synergistics Circumplex®* – the measurement system for culture and leadership. The Circumplex® measure twelve different styles of thinking and behaving. These styles are clustered into three colours; blue, green and red.

- **BLUE styles are constructive behaviours.** These cultures lift workplace engagement, positively impacting business results.
- **GREEN and RED styles are called defensive behaviours.** These cultures foster the conditions that drive disengagement, negatively impacting the bottom line.

### THE DIFFERENCE BLUE MAKES

Global Executive team client of Stephanie Bown • 2016 – 2022



Blue styles drive the best overall performance outcomes. Blue cultures are SUSTAINABLE. We observe revenue growth, superior service and product quality, less stress and less turnover. With continuous focus – executive teams can and do, shift from red or green to blue over time.

*'Measure, manage and enhance powerful intangible assets...'*

## HOW WE MEASURE LEADERSHIP

**Leaders gain 360-degree feedback USING the LIFE-STYLES INVENTORY (LSI).**

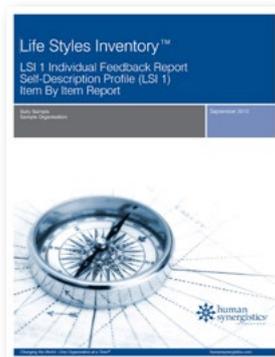
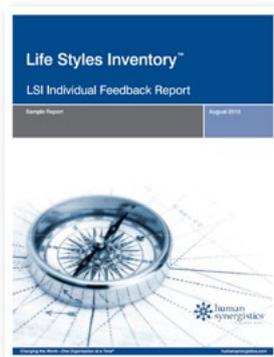
The LSI assesses individual styles of thinking and behaving as mapped on the circumplex, as well as perceptions of personal effectiveness and satisfaction.

Each leader completes a self-assessment.

Selects up to ten (10) others to give them feedback, categorised as their manager, peers, direct reports, or others.

**They are asked to select:**

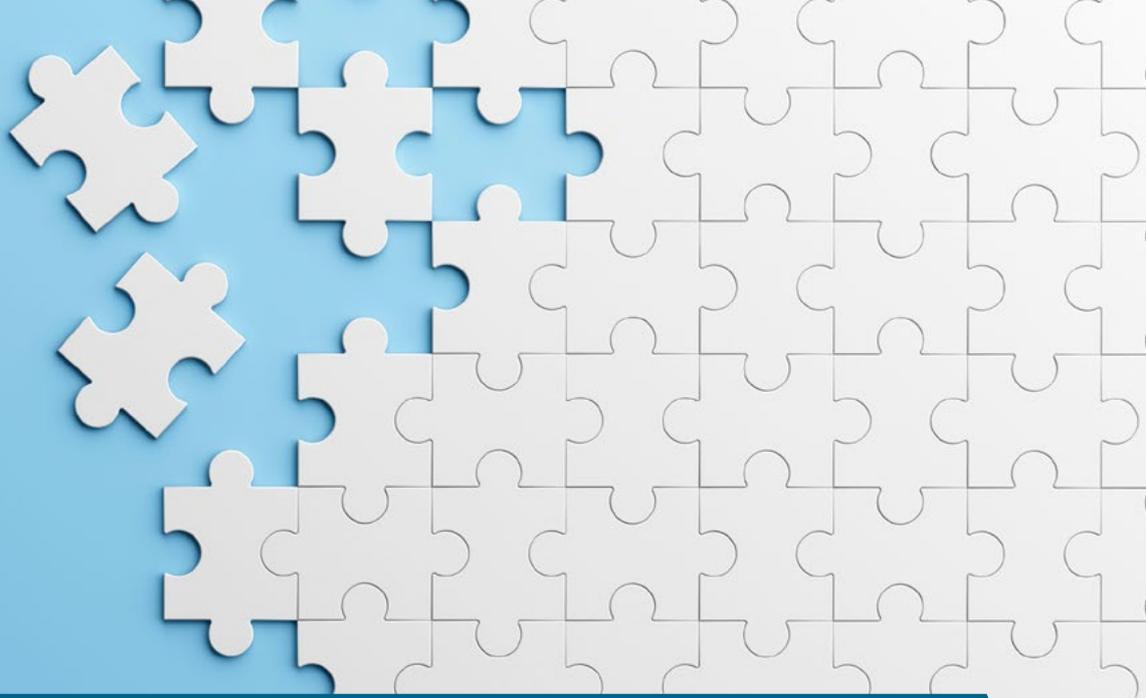
- People at work who know them well
- People who's opinion they respect and who they can follow up with afterwards
- People they believe will give them honest feedback.



*75min online confidential one-on-one debrief session; reviewing self vs other feedback drawing insights on key opportunities for realising personal potential.*



*Full day debrief workshop (as part of culture immersion) where participants are encouraged to share results in for the purpose of shared learning and growth.*



## WHAT IS CULTURE?

Human Synergistics defines culture as:

*'The shared values, norms and expectations that govern the way people approach their work and interact with each other'.*

Their research shows that when there is a high degree of alignment between your 'ideal culture' (your espoused values and beliefs) and your 'actual culture' (the experience employees have every day) there are strong outcomes at the individual, team and organisation levels. That is, people are more engaged, demonstrate better teamwork, and deliver better quality outcomes than organisations that do not live their espoused values.

The culture diagnostic involves all staff completing two diagnostic tools designed by Human Synergistics:

### THE ORGANISATIONAL CULTURE INVENTORY OR OCI

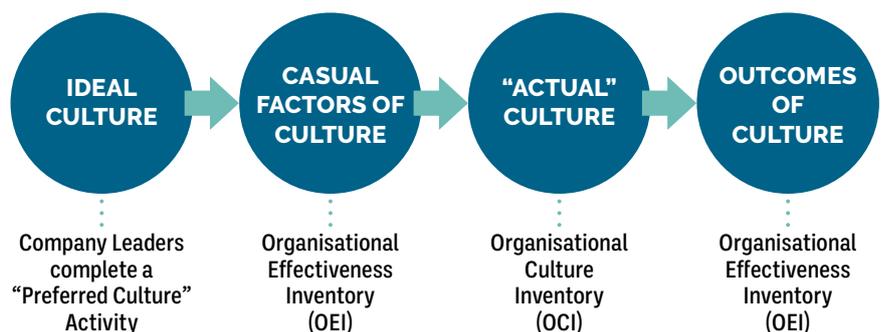
This measures your ideal vs actual behavioural styles that are then translated onto the Human Synergistics circumplex, providing a visual representation of passive, aggressive and constructive behaviours in your culture.

### THE ORGANISATIONAL EFFECTIVENESS INVENTORY OR OEI

This measures the causal factors impacting culture, as well as the outcomes of culture on an individual, team and organisational level.

## HOW WE MEASURE CULTURE...

**Culture is complex** – there are many factors working together to drive culture. Stephanie adopts the Human Synergistics diagnostics to measure;



# HOW WE DRIVE TRANSFORMATIONAL CHANGE

The learning components of the TRANSFORM program are designed to leverage insights gained from measurement; and to “close the gap” between an your ideal culture (espoused values) and your actual culture (lived values).

## Objectives to:

- Develop leadership capacity
- Amplify values to enhance culture
- Drive sustained high performance

**PROGRAM TIMELINE** • A typical program roll-out looks like this:



## CULTURE IMMERSION

Culture immersion is an immersive multi-day learning experience involving the leadership team to debrief both LSI and OCI / OEI results; develop leadership capability; create culture plans; and communicate culture plans to the broader team.

The number of days in culture immersion depends on the program components included in the final package.

DAY	DESCRIPTION
<b>DAY 1</b>	<b>Leadership Awareness Day</b> LSI Debrief, explore team dynamics and establish new norms and expectations.
<b>DAY 2</b>	<b>Leadership Development Day</b> Deep dive on self-actualising and self-leadership. Knowing and leading self in connected and sustainable ways.
<b>DAY 3</b>	<b>Culture Day</b> Debrief company, level, regional results. Identify culture levers to drive change.
<b>DAY 4</b>	<b>Culture Plans</b> Department meetings with to set departmental culture plans.
<b>DAY 5</b>	<b>Prepare to Share Culture Results</b> How to facilitate culture debrief sessions. Launch results to the business (2hr hybrid session).

## INVESTMENT:

Pricing for this program depends on the size of the leadership team and scope of program elements. This program incorporates options to scale costs up and down to meet client budget and time constraints. As a general indication, programs typically range from \$50,000 to \$175,000.

### Pricing is based on the following components:

- **Project management and planning** - \$1,500+GST
- **4hr Pre-briefing and values mapping workshop** - \$5,000+GST
- **LSI assessment using Human Synergistics LSI + individual 75min debrief** - \$1,700+GST per person
- **Culture assessment using Human Synergistics OCI and OEI**  
Price depends on # of participants completing survey and is quoted by Human Synergistics.

- **Culture immersion** (min 2 days, max 5 days, depending on final design) - \$10,000+GST per day
- **Leadership Deep Dives.** One workshop (online or in person) each quarter x 3 quarters - \$7,500+GST per half day; or \$10,000 for full day.
- **Quarterly 1:1 coaching** - \$1,250+GST per 60min session

### Terms:

- These rates are consistent for 2023
- Travel expenses from Byron Bay, NSW, Australia on-charged at cost.
- International travel rate: 50% daily rate being \$5,000+GST per day where more than 12hrs of in-transit travel is required to reach the destination.
- Invoicing schedule agreed on client-by-client basis
- Payment terms 30 days

## KEY FEATURES OF THE PROGRAM:

- **A 12-month rolling intervention.** Stephanie Bown becomes the performance partner to the leadership team; working with them over time to build constructive styles that deepen trust, transparency, and accountability to culture.
- **Options to scale up or down.** The program can be delivered as a whole, or as discrete components; giving clients options to meet budget or timeline constraints.
- **Options to incorporate any culture measurement system.** We recommend using Human Synergistics; however, the program can incorporate results from any pre-existing leadership, culture or engagement measurement system already in place, such as CultureAmp.

## OUTCOMES OF THE PROGRAM:

- Leveraged capability of the leadership team
- Values aligned + values led business
- More harmonious senior leadership team – deeper trust and respect
- More self-aware, emotionally intelligent, less stressed leaders
- Open feedback culture – where it is psychologically safe
- A new language to talk about values and behaviours “red”, “green” and “blue” behaviours
- A measurement system to link senior leader OKRs to leadership effectiveness
- Skilled leaders who coach and inspire high performance in teams
- All team members understanding what culture is and how they individually impact culture
- Accountability and ownership for a positive workplace culture across the business
- Improved engagement across the business
- Improved productivity across the business
- Improved retention of talent and return on talent investment.



**STEPHANIE BOWN** is the acclaimed author of *Purpose, Passion & Performance: how systems for leadership, culture and strategy drive the 3Ps of high performing organisations* and has partnered some of Australia's most successful business leaders, founders and entrepreneurs both in Australia and internationally.

Stephanie works with leadership teams to embed high performance habits that transform cultures and deliver sustainable growth. She is a YPO accredited facilitator, Graduate of the Australian Institute of Company Directors, and Master of Organisation Dynamics. Stephanie is passionate about the collective capacity of small groups of people to come together to change the world.

## WHAT STEPHANIE'S CLIENTS SAY ABOUT HER...

“*Stephanie has done great things with us for over two years. Thanks to her planning, coaching and support, we have an award winning team and a business that is hugely successful.*”

**RADIK SALI**, ex-CEO, Swisse Wellness and current Chairman Light Warrior Investments

“*By engaging Stephanie Bown, we have been able to harness the creativity of our team as well as identify and leverage the strengths of each team member. We've been able to step out of the business to map out our strategies, goals and objectives and provide a clear road map for our team, including career development and team goals.*”

**PAUL SANTORO**, CEO, Cygnett

“*As our high-performance partner since 2016, Stephanie has worked closely with the Pentana Solutions Executive Team and myself facilitate both the creation of our 5-year strategic vision and execution of this vision through quarterly strategy and leadership sessions. Through 360-degree feedback and ongoing coaching, Stephanie has helped us adopt more constructive styles of leadership, engage our Top 50 leaders in strategy execution, and truly take ownership of our roles as executives. With Steph's guidance and support, we've become a stronger, more aligned executive team, demonstrating measurable improvements in both our leadership and our business performance. I am very comfortable recommending Steph to both my YPO peers and my business partners.*”

**STEVE KLOSS**, CEO, Pentana Solutions

“*Steph is a great listener and has developed some really practical programs for improving organizations and teams. Steph has a rare talent for distilling information, organizing that info in a structured and logical manner and then presenting back a set of key action items. I'd highly recommend engaging Steph to add real value to your people and business.*”

**STEWART CAIRNS**, CEO, Zamira

Stephanie Bown



## GET IN TOUCH

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