



Looking to sync your organization's culture with your strategy and business results?

Give your organization's culture the attention it needs with **CULTURE SPRINTS**. A way to focus everyone on the right behaviors to bring alignment to strategic and performance priorities.



I'm Lynette, a Culture and Transformation Leader who's passionate about igniting the inner fire in people so they can confidently move in the direction of creating better work.

My years of experience in business-culture transformations have given me the opportunity to work with companies such as ATB Financial, CBC, CIBC, Google, and RBC.

I design and lead workshops that help individuals work better together. I show teams how to embed their strategies within the organization through the lens of their values and bring ownership and accountability to everyone.

A lot of transformation happens on the edge of uncertainty, and I help people so they feel ready to change.



CULTURE SPRINTS

A roll-up the sleeves workshop series designed to create actionable steps to spark a corporate cultural movement.

GET STARTED WITH CULTURE SPRINTS IF...

- You want to find ways to build on the diversity of your employees and bring everyone's ideas to the table.
- You want to break down silos and increase collaboration without damaging the unique character of individual departments and functions.
- Your change efforts consistently face resistance – "Management's decision; nothing we can do" and "We've always done it this way"
- Your culture needs elevating and you want a way to start that will yield results right away.

TODAY'S TALENT MARKET – IT'S TOUGH OUT THERE!

Attracting and retaining top talent will depend on the organizational culture you create and sustain.



What Lynette showed us – and this would be very difficult for someone from within our organization to do – is the global mindset. She let us see that company cultures are moving towards way more peer-to-peer collaboration. She empowered us to think about working differently and was instrumental in making that change and mindset come through.

– Lorne Rubis, Financial Executive

There is **no secret** hack to building and scaling your company's culture. **It's hard work** that everyone in the company needs to do **every single day.**

In most cases, the early attempts my clients made to improve their cultures weren't wrong. But they had trouble delivering the message and explaining to their managers the WHY behind the change.

That's where I come in. I help them discover the why, bring out all the good already in the organization, and use that good to improve the culture. Culture Sprints address immediate needs, and I design them as customized engagements, specifically targeted to shift mindsets, uncover culture blocks, and build systems to turn those blocks into the foundation of a successful culture change.

This isn't about starting over with new methodologies or techniques. I'll listen to your stories that highlight your struggles, probe to understand the deeper problems, and then recommend actions that will yield strong results.

“*Lynette enabled more shared awareness across the team of how our culture splices together. Each participant seemed to have their own view of our culture and their role in evolving it. Lynette's Culture Sprint helped bring everybody into alignment and we walked away with three very powerful initiatives that are currently being implemented by leaders across our organization. They are running those three initiatives now, so those are certainly really powerful takeaways.*

– Matt Stein, Telecom CEO

FRAMEWORK I USE TO DESIGN CULTURE SPRINTS

DISCOVERY AND DESIGN

Establish goals and outcomes for the session. Interview key leaders and assess current engagement data (surveys, etc.)

YOUR TIME
COMMITMENT
2-4 HRS

SPRINT READINESS

Prepare leaders for Session Day with pre-work activities based on the sprint agenda and our desired outcomes

YOUR TIME
COMMITMENT
1-4 HRS

Gain clarity on the corporate WHY

Prepare a Culture Sprint process and working templates for the session

SESSION DAY

Facilitate participants through the Culture Sprint process

YOUR TIME
COMMITMENT
6-7 HRS

POST SESSION

Survey participants and measure progress toward session goals

YOUR TIME
COMMITMENT
1 HR

Summarize the session, including post-survey feedback

SUSTAINING MOMENTUM

Follow up 30 days after the session to ensure momentum

YOUR TIME
COMMITMENT
1 HR

WITH THE POWER OF CULTURE SPRINTS, YOU WILL...

- Improve your culture steps from stand-alone actions to self-sustaining patterns of behaving, feeling, thinking, and believing.
- Align employees through shared awareness of how all elements of your company's culture fit together.
- Boost your ability to attract great talent who will show their love on LinkedIn and Glassdoor, to name a few.
- Create trust that opens up the organization to transparency, confidence with employees, and collaboration between peers and improved contribution from all.

DON'T WAIT AROUND FOR THE PERFECT TIME AND PLACE TO START — **JUST GET STARTED.**

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