

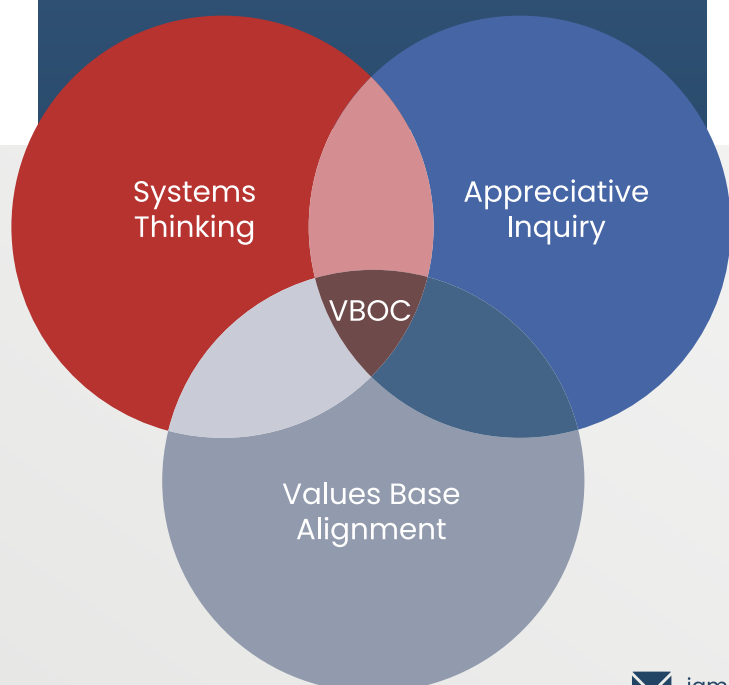


Values-Based Organizational Culture Leadership

- In today's quickly changing times where innovation and collaboration are required to stay relevant, it is key to have a true way to engage people, a way that creates a win-win for the organization in terms of productivity, results, and ROI and for the individual in terms of meaning, fulfilment and compensation.
- This only happens when organizations take values and strengths of their team members into consideration. This informs how the business acts in pursuit of its goals, how it recruits, develops, rewards, and promotes people, how it creates its processes, and how it sustains team productivity, collaboration, innovation, stakeholder relations, and ROI. According to Richard Barrett's research, values-based organizations outperform companies on the S&P 500 as well as the Good to Great companies identified by Collins (Barrett, 2017).



Creating a Values-Based Organizational Culture (VBOC) with Spark Success' 3 Point Approach



You are a senior leader who wants to move your team or company culture in a more positive, aligned and productive direction.

Process:

1. Meet with senior leaders to determine purpose and scope
2. Finalize Agreement
3. Sample Engagement:
 - a. Meetings with leadership to create greater clarity of goals/objectives, audience, timing, actions
 - b. Culture Assessment is conducted using the Barrett tools – includes support with the launch and related communications
 - c. Analysis of the assessment results is created and presented to leadership
 - d. An action plan created in conjunction with leadership
 - e. Roll-out of results and action plan to larger team (optional)
 - f. Guide leadership on ongoing execution of the action plan (optional)
4. Review progress quarterly with the leadership team
5. Annual Cultural Evolution Report

Systems Thinking:

A discipline for seeing structures that underlie complex situations and for discerning high from low leverage change (Senge)

Appreciative Inquiry:

A focus on what is going well and the strengths in human systems (Cooperrider and Srivastva; Schein)

Values Based Alignment:

Recommendations aligned with Organizational values (Barrett)