



# CORPORATE CULTURE INVENTORY WORKBOOK

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# INVENTORY

## HOW TO USE THIS WORKBOOK

Your corporate culture is distinctive and can play a significant role in enhancing engagement within your well-being program. However, you might find it challenging to fully grasp your cultural assets.

This workbook represents a process that Propel has used for more than 20 years to elicit high levels of engagement and dramatically boost well-being program brand awareness among top global organizations.

**It has never been made available to the public, until now.**

Begin with Part 1 to establish your corporate culture inventory.

Then, proceed to Part 2 to incorporate this inventory into your well-being program.

This resource will help you see your organization's brand and culture as high-value marketing assets that can be used to capture the attention of your colleagues.

We recommend taking your time and putting a great deal of thought into this process to get the most impact.

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## PART 1 - THE INVENTORY

Complete the questions below to the best of your ability. These questions also make good brainstorming session topics and may be easier to complete in a group setting.

**1** What are the values your organization stands for?

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**2** What are the characteristics of your brand that employees embrace?

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**3** What are some of the words or phrases your organization uses that only employees would understand?

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4 What rituals do you see happening on a daily or weekly basis within your workplace? (quirky habits, etiquette, etc.)

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5 What resource/social groups exist within the organization?

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6 What community initiatives does your organization currently run?

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7 What times during the year are employees brought together? (e.g., annual conference, quarterly reporting, etc.)

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8 Where are employee communications shared?

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- 9 What is something unique about the employee experience at each location or department within your organization? (e.g., Florida office is next to the beach)

Location/Department	Unique Quality/Experience
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

- 10 What is a unique experience that new employees are excited about when they start with your organization? (e.g., touring the factory)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- 11 What brand marketing assets or partnerships does your organization have? (e.g., Formula 1 Sponsorship)

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- 12 What kinds of recognition would employees be the most excited about receiving?

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\_\_\_\_\_

\_\_\_\_\_

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### PART 2 - APPLICATION

Congratulations on your completion of Part 1! Now it's time to take the elements you have cataloged and apply them to your well-being program.

Each section you completed has a color associated with it. For each color, use the strategies below to turn your answers into practical programming.

#### MISSION, VALUES, AND CULTURE

Your answers to these questions can help you shape the brand identity for your well-being program, using your current cultural identity.

To embed your corporate values in your well-being program, consider how your programming, voice, and goals relate to your values. Craft a statement for each value, relating the value to well-being.

Use this formula: We value **1**. Our well-being program will \_\_\_\_\_

*We value Respect. Our well-being program will prioritize the individual needs and preferences of our employees and respect their unique well-being journeys.*

*We value Integrity. Our well-being program will conduct all well-being initiatives ethically and transparently.*

These statements can be used as guidelines for your team internally, or as published values of your well-being program within your well-being communication hub. Following your organizational values ensures that your organizational direction is mirrored within your well-being program.

Brand characteristics include both internal and external elements that represent the essence of your brand. If you work for a tool company, for example, your brand may stand for “getting the job done right”. This resonates with your end-users as they complete their projects and establish themselves as a dependable professional, while your employees adopt this characteristic of your brand in their work.

Write a brand statement that utilizes these brand elements within the context of well-being.

Our brand stands for **2**, leading our well-being program to prioritize\_\_\_\_\_.

*Our brand stands for innovation, leading our well-being program to prioritize innovating programming that present key well-being topics in a new way.*

*Our brand stands for access to fresh, healthy food, leading our well-being program to prioritize education that teaches employees how to access, utilize, and enjoy fresh food.*

The words and phrases that your organization uses are not just a funny quirk within your culture. These immediately identify authenticity to employees. Have you ever received an email that references a name that you don't go by? You instantly know that the person sending you the message doesn't truly know you. However, if you receive an email that calls you by a nickname that only a handful of people know, you instantly feel a greater connection to the sender.

The same is true for well-being programming. The more that unique language can be utilized, the more engaged your population will be. Work your answers to **3** into your well-being program communication, or even your program name.

## ORGANIZATIONAL HABITS

Your organization has a unique personality that includes its sub-groupings, rituals, and habits, as well as the instances where people come together. A better understanding of your organization's habits will enable you to weave well-being into their natural rhythms and patterns. This will both improve uptake of well-being as well as provide an opportunity to embed healthy habits into the already present habits of your colleagues.

When you think about the little rituals that you see each day, what comes to mind? Do employees tend to take a walk outside around 10:00am? Is it common for people to go “down the shore” on a Friday afternoon in the summer? Is there a common protocol for starting off a conference call?

These habits can provide easy integrations for well-being programming. Think creatively about what your colleagues do in each habit you identified and how well-being could be intertwined. Use this formula:

Within my organization, employees 4. I can integrate well-being by \_\_\_\_\_.

*Within my organization, employees go down the shore on Friday afternoons in the summer. I can integrate well-being by recommending a podcast on healthy living that employees can listen to while stuck in shore traffic.*

*Within my organization, employees have custom backgrounds for their webcams during conference calls. I can integrate well-being by creating and distributing a custom background that advertises the well-being program or highlights the employee as a well-being champion.*

Social groups exist in some form within most organizations. These groups may be centered on a specific characteristic of the group, such as those who have served in the armed forces, and have regular meetings to connect colleagues. Well-being programming can fit in with these groups by partnering around initiatives that the group finds important or relevant.

For example, if mental health is a particularly relevant issue for a Veterans Business Resource Group, a mental health awareness initiative could be created in conjunction with this resource group that cross promotes the event or activity. This creates an extra buzz around your initiative, mobilizes a group of people that may otherwise not be a part of your promotion team, and further integrates something unique to your organization’s culture into the well-being program.

Use your answers from question 5 to create a few ideas on cross-promotional opportunities.

Community initiatives are another area that is ripe for cross-promotion. Many of these initiatives are already embedded in your organization, meaning your leadership team and employees factor them into your organizational identity. Community and social well-being are two key components of total well-being. Look for ways to use these events to educate on the benefits of community service for the health of your employees or the establishment of social connectedness through serving. Review your ideas from question 6 and write down a few ways these initiatives could be connected with well-being.

Question **7** helps you identify possible well-being promotion opportunities within scenarios that already exist for your colleagues. If your employees are brought together around the holidays, consider using this time to promote your well-being program through fun events, prominent signage around common spaces, and leadership involvement.

The channels by which your organization already communicates are promising opportunities for well-being promotion, however many well-being administrators struggle for attention within these avenues. Review the list you created in question **8** and consider the less conventional locations of employee communication. This may include messaging apps, social media accounts, internal publications like newsletters or podcasts, or employee recognition platforms. Brainstorm a few ways to add messaging to these channels to promote well-being.

### **ENGAGEMENT ASSETS**

Engaging employees may seem like a big challenge, but consider the things that already engage employees where they are. Your organization, no matter the industry, has a set of engagement assets that employees desire. These assets can be mobilized to drive well-being engagement when utilized appropriately.

Each of your departments, locations, or businesses has something unique about it. Different campuses have unique amenities. Departments have interesting tasks and responsibilities. Each group has a different experience. This should be utilized in two ways:

1. When marketing to each group, their language, challenges, and sub-culture must be considered. Use your list in question **9** to tailor your messaging to each grouping, ensuring that you are appealing to their challenges, desires, and identity.
2. Employees in one group likely find other group experiences novel and interesting. This can be a powerful motivator when tied in with well-being challenges, incentive rewards, and employee stories.

What makes each grouping within your organization unique that you can use to motivate employees in other groups?

*Employees within the Parks Department have access to private conservation areas and knowledge of their wildlife. We could use this by creating a video of a knowledgeable employee sharing some facts about the area's wildlife and the department's conservation efforts as an employee-led story during our environmental health focus month to motivate employees to participate in conservation efforts.*

*Employees in our factory have the ability to see our product from start to finish. We could use this by creating a well-being challenge where we virtually build out our product by completing activities and unlock new components that add to our product in-process. We can have a video demonstration of each step that shows the process along with some commentary from our foreman.*

Your employees likely have something they would love to experience within your organization that they have not had access to. In question 10, you answered a question about what new employees are excited to experience when they get a job working with your organization. For many employees, this experience may never happen. Your well-being program can utilize these experiences as incentive program prizes or challenge winner prizes to motivate employees with a highly efficient and brand-focused reward.

Write down a few ideas for experiences in addition to your current list. How can you incorporate these ideas into your next well-being initiative?

*Our organization sells high-end coffee. Our employees may be interested in visiting the sites where we roast our beans. We can create a fairly inexpensive prize package where we send the winner of a well-being initiative raffle and one guest to one of our roasting locations. They take a tour of our facilities, try different coffees, get to meet our expert staff, and leave with some company merchandise like bags of coffee beans that they helped roast, a t-shirt, and a coffee mug. We send along an internal communications team with a camera, record pieces to share, and get their testimonials on the well-being program as well as the corporate experience. Instead of paying 3,000 participants who met the entry criteria \$10 each, we gain interest through a higher value, lower overall cost offer that increases the perception of both our brand and well-being program.*

Brand marketing is another asset that many organizations employ for their business but fail to use for internal initiatives. Use your list of brand marketing assets from question 11 to brainstorm a few ideas for a well-being incentive experience. What could you give your employees that incorporates your brand?

*Our organization advertises with a professional sports franchise. Each game, our partnership provides us tickets to use for prospective clients or staff members. Our leadership team approves four tickets to go to one employee team who meets the goal within our team well-being challenge.*

*Our county holds a large fair at the end of every summer with a variety of rides, food, games, and events. Our organization gives all employees that participate in the incentive program two free tickets to the fair and a \$10 food voucher.*

Question 12 asked you about types of recognition that employees would be excited about receiving. Recognition can mean many things, but in this context means a no-cost or low-cost reward that inspires engagement in your well-being program. Consider how an employee could feel appreciated and honored. This type of reward may create even stronger well-being proponents.

*Our organization has an annual employee meeting every year that is broadcast to all locations. A standout group of participants within the well-being program are recognized in front of the whole company and placed on an "all well-being team" plaque with the year that sits in the lobby of our headquarters.*

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Congratulations on your completion of this inventory! Utilizing culture to build well-being program engagement is just the first step on a journey to creating a true culture of well-being. This culture doesn't come easily, however it is well worth your efforts. Not only does this culture make it easy for employees to build healthy habits that positively impact their overall health, it creates a sustainable engine for well-being growth within your organization.

If this workbook prompts more questions than answers, Propel is here to help. Schedule your free strategy session with us to walk through your answers to this workbook and discuss how a team of dedicated well-being professionals would turbocharge your organization's well-being engagement in less time than you thought possible.

Schedule your strategy session to see how Propel would tackle the challenges you face and deliver sustainable well-being engagement.

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