# Culture First

CULTURE & EMPLOYEE VALUE PROPOSITION

# close the culture gap.

**between the culture you describe and the one people experience every day.**

Culture shows up in everyday decisions: who gets heard, how managers lead, what gets recognised and how people work together. Culture First helps you see how work is really experienced, develops your employee value proposition (EVP), and carries it into communication, everyday practice and the workplace itself.

THREE STAGES, ONE ENGAGEMENT

## 01 scan.

CULTURE FIRST SCAN

Culture research & assessment

See where your culture supports the business, and where it gets in the way.

YOU RECEIVE

- Culture assessment
- Employment-offer review
- Gap analysis
- Prioritised recommendations

## 02 story.

CULTURE FIRST STORY

EVP & employer narrative

An EVP people recognise and leaders can stand behind.

YOU RECEIVE

- Tested EVP
- Leadership commitments
- Employer story
- Messaging

## 03 experience.

CULTURE FIRST EXPERIENCE

EVP launch & employee experience

Make the EVP something people experience, not just read about.

YOU RECEIVE

- Launch plan
- Experience blueprint
- Materials & tools
- Rollout roadmap

## start with a scan.

Commission Culture First Scan on its own: 4 weeks.
Then continue into Culture First Story and Culture First Experience.

LET'S TALK

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