

International Cultural Engagement Specialist™ Certification Program

5 Keys to Creating an Engaged Culture



Part One: The Foundation – 8 Hours

Introduction

- * The Paradigm Shift
- * Global Trends
- * Why Engagement Matters: Review studies from McKinsey, Gallup, Harvard Business School, Right Management, etc
- * Creating a New Mindset
- * The Difference Between Employee Satisfaction & Employee Engagement

Costs of Disengagement

- * Engagement Volatility
- * ROI Calculator
- * Why Engagement works

Engaged Employees

- * Skills vs Attitudes
- * The Emotions Behind those Traits
- * Key Motivators in today's market (Harvard University research)

The 6P's Model introduction

Part Two: The Inner Work – People, Passion, & Purpose – 8 Hours

People

- * The Science Behind Engagement – The Brain, Heart & Psychology
- * Beliefs -> Habits
- * Trust vs. Distrust in an organization – a neuroscience perspective
- * Importance of Communication
- * The Science of Organizational Change
- * Diversity

Passion

- * Passion in Business
- * Passion Triggers
- * Passion as an Untapped Resource

Purpose

- * Purpose Driven Companies
- * Succeeding Into The Future
- * Discovering Your Purpose



Values

- * What Do They Really Mean?
- * Values Evaluation

The 5 Cultural Keys (Session 1) Collaboration

- * The power of collaboration
- * Shifting the mindset from competition to collaboration
- * Creating a Thriving Culture
- * How a Magnetic Tribe attracts the right top talent
- * Dynamic Leaders are not just managers
- * Inclusion
- * Behavioral based activities to enhance collaboration

Creativity

- * The Wow Factor – Strengths and Talents
- * Innovation Drivers
- * Methodologies for Creativity
- * Empowering employees
- * FLOW – Research from Mihaly Csikszentmihalyi
- * Methodologies for Creativity
- * Creating systems

Part Three: On The Ground – 7 Hours

Activities

- * Recruit three Culture/Joy Ambassadors
- * Take photos of 10 activities to submit
- * 5 Engaging Questions meeting

Homework

Watch the Amazing Leaders series video interviews with:

- * Shawn Achor, CEO/Founder GoodThink, NYT Bestselling Author of *The Happiness Advantage and Before Happiness*

- * Cheryl Hughey, Director of Culture Services, Southwest Airlines
- * Jean Oelwang, CEO, Virgin Unite
- * Amy Leaper, Head of People Strategy, Virgin Group Management
- * Vineet Nayar, Former CEO HCL Technologies, Author of *Employees First, Customers Second*
- * Stefan Siedel, Head of PUMA Safe, PUMA
- * John Assaraf, CEO Neurogym, Author of *The Answer*
- * Michelle Geilan, Founder Institute for Applied Positive Research, Author of *Broadcasting Happiness*



Part Four: The 5 Cultural Keys (Session 2) – 8 Hours

Connection

- * The importance of an emotional connection – Positive psychology, Harvard University, and Deloitte research
- * Internal & External communication
- * Neuroeconomics – Paul Zak
- * Secondhand Stress – preventative measures
- * Using technology to create long lasting relationships
- * Taking CSR and other initiatives into the DNA of the company
- * Aligned Values
- * Bigger Purpose is the Foundation
- * Visionary Leaders – taking the company into the future
- * Developing Raving Fans

Celebration

- * Having fun creates good energy
- * The science behind appreciation and recognition
- * Implementing systems for positivity
- * Shifting from fear driven to success focused
- * What is your Unique Experience?
- * Impact of meaningful Recognition
- * Cultural Hacking
- * New ways to think about Diversity
- * How celebration can drive business forward

Contribution

- * Contribution Code
- * Connecting that bigger purpose
- * Emotionally connecting to your employees and customers
- * Doing good is doing good business
- * Three types of Happiness
- * Bringing meaning and significance into the workplace

The 61 Questions of Engagement

Part Five: Putting It All Together – 8 Hours

Cultural Action Plan for Engagement

- * Create an action plan of strategies and activities to implement in your organization
- * Presentation of plans

Course Review

Action Steps Going Forward

Certification

- * Celebration of achieving certification— you are now an International Cultural Engagement Specialist!

Final Exam – 1 Hour

- * After 30 days, submit a 2 page summary on how the action plan was implemented
- * What were the initial reactions and results?
- * How will you continue to engage the organization over the next 6 months? 12 months? 24 months?



Additional Benefits:

Ongoing Support Network

- * Staying connected with your fellow participants to create an ongoing support network
- * Being part in the ICES Membership platform for active discussion about best practices and support
- * Assign accountability partners
- * Access to the Evoloshen Team

Additional Resources Available:

- * Cultural Keys Survey
- * Discovering Your Purpose
- * Discovering Your Personal Purpose

The Evoloshen Academy

