



CULTURE *by Design*



ORGANIZATIONAL CONSULTING

PRACTICAL EXPERTISE. CUSTOMIZED SOLUTIONS.

Every organization faces unique challenges—and opportunities. Culture by Design provides experienced guidance and practical solutions tailored to your goals, your people, and your community. From strategy to implementation, we are your partner in progress.

“*Practical solutions.
Stronger leaders.
Better workplaces.*”

MARKETING STRATEGY

Strengthen your brand, reach the right audiences, and grow with purpose.

- Marketing Plans
- Service Line Marketing
- Brand Positioning
- Campaign Development
- Community Outreach
- Market Analysis

PROVIDER RECRUITMENT

Attract the providers you need with strategic planning and targeted marketing.

- Recruitment Strategy
- Candidate Experience
- Recruitment Marketing
- Community Promotion
- Interview & Visit Planning
- Onboarding Support

STRATEGIC PLANNING

Turn ideas into actionable plans that move your organization forward.

- Organizational Initiatives
- Department Planning
- Growth Strategies
- Leadership Facilitation
- Goal Development
- Action Planning

INTERNAL COMMUNICATIONS

Clear communication strengthens culture, engagement, and trust.

- Employee Communications
- Leadership Messaging
- Change Management Communications
- Employee Engagement Campaigns
- Communication Planning

SPECIAL PROJECTS

Need an experienced partner for a unique project or initiative?

- New Program Development
- Organizational Initiatives
- Event Planning
- Community Partnerships
- Employee Recognition Programs
- Project Leadership
- Custom Consulting



EVERY ENGAGEMENT INCLUDES

- ✓ Discovery Meeting
- ✓ Customized Recommendations
- ✓ Practical Implementation Plan
- ✓ Communication Support
- ✓ Professional Materials
- ✓ Ongoing Consultation

WHY PARTNER WITH CULTURE BY DESIGN?

With more than 35 years of experience in healthcare leadership, marketing, communications, provider recruitment, and organizational development, I bring practical experience—not just theory—to every engagement.

Every recommendation is customized to your organization, your people, and your goals.

*Let's build something
meaningful together.*

Whether your project is large or small, Culture by Design provides practical solutions that strengthen organizations, support leaders, and create lasting results.

Culture doesn't change by chance.

It changes by design.



CULTURE
by Design



803-480-2812
Melissa@culturebydesignsc.com
culturebydesignsc.com
Independence, Kansas