

CULTURE
by Design



Culture doesn't
change by chance.
It changes by design.

The Culture System by Design



BUILDING STRONGER WORKPLACES ONE MONTH AT A TIME.

Healthy workplace cultures don't happen by accident. They are built through intentional leadership, engaged employees, and consistent reinforcement of the behaviors that matter most. The Culture System by Design provides organizations with a **comprehensive culture system** that takes you step by step through a year-long journey of meaningful topics, practical tools, and proven strategies to create lasting cultural change.

Our Purpose

We help organizations intentionally strengthen leadership, engage employees, and build cultures where people thrive.



A YEAR-LONG JOURNEY



“

*Great cultures are not built in a day.
They are built on purpose, reinforced every day. And they last.*

”

TWO COORDINATED TRACKS. *One Powerful Culture.*

SEE US AT OUR BEST® EMPLOYEE TRACK

Empowering every employee with monthly focus, tools, and activities to build stronger habits and create a better workplace—together.

- Monthly employee culture focus
- Engaging communication
- Team activities and challenges
- Recognition and celebration
- Practical tools for daily impact

ALIGNED
EVERY MONTH.
STRONGER
TOGETHER.

LEADERSHIP BY DESIGN® LEADERSHIP TRACK

Equipping leaders with the resources, conversation guides, and tools they need to lead with intention and reinforce a thriving culture.

- Monthly CEO discussion guide
- Leadership playbook
- Manager huddle guide
- Leadership tools and resources
- Coaching conversations

EVERY MONTH YOUR ORGANIZATION RECEIVES

- ✓ CEO Discussion Guide
- ✓ Leadership Playbook
- ✓ Employee Culture Guide
- ✓ Manager Huddle Guide

- ✓ Leadership Tool
- ✓ Recognition Resources
- ✓ Marketing Toolkit
- ✓ Annual Culture Calendar

RESULTS THAT LAST

Stronger
Leadership

Greater
Accountability

Better
Communication

Stronger
Teamwork

Service
Excellence

Higher
Employee
Engagement

Healthier
Workplace
Culture

Let's design
your best culture.

We would love to help you create a workplace where people thrive and your organization reaches its full potential.

803-480-2812

melissa@culturebydesignsc.com

culturebydesignsc.com

