



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

Culture System by Design®

*One year. Two coordinated tracks.
One stronger culture.*

Culture System by Design is a complete, year-long workplace culture system that gives your leaders and associates the focus, tools and reinforcement needed to build a healthy, high-performing culture.

A Practical System for Lasting Change

Instead of starting from scratch, you receive a proven framework and ready-to-use resources that turn culture priorities into everyday behaviors — **month after month.**

Our Purpose

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



FOCUS

Clear, relevant
monthly culture priorities.



TEACH

Practical tools and
engaging content.



REINFORCE

Consistent communication
and recognition.



SUSTAIN

Build habits that
last beyond the year.

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®

ASSOCIATE TRACK

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

- ✓ Monthly associate culture focus
- ✓ Practical behavior expectations
- ✓ Engaging activities and reflection
- ✓ Recognition and celebration
- ✓ Tools for everyday impact
- ✓ Posters and digital communication

*Aligned
Every Month.
Stronger
Together.*

LEADERSHIP BY DESIGN®

LEADERSHIP TRACK

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

- ✓ Monthly CEO discussion guide
- ✓ Leadership playbook
- ✓ Leadership discussion and teaching content
- ✓ Practical implementation tools
- ✓ Coaching conversation tools
- ✓ Implementation resources

MONTHLY IMPLEMENTATION PACKAGE

Everything you need to lead, engage and reinforce the monthly focus.

CEO
Guide

Leadership
Playbook

Associate
Guide

11" x 17
Poster

Digital /
TV Slides

Intro
Email

Leadership
Email

WHAT THE SYSTEM BUILDS



Stronger
Leadership



Greater
Accountability



Clearer
Communication



Consistent
Expectations



Better
Teamwork



Everyday
Recognition



Sustainable
Culture
Practices

Designed for implementation — not another initiative for your team to build.



*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

