



Lead with intention—your cues become your culture

— Michelle Morrison



Why Being Intentional About Culture Matters — And Why It's Worth the Investment

Your culture is built one interaction, one decision, one moment of leadership at a time. As your organization grows, leaders play a pivotal role in shaping how people feel, work, and thrive. The guidance below reflects Culture Timing's approach: simple, actionable, and aligned to human-centered, inclusive leadership.



Culture accelerates or erodes every strategic priority

Whether you're strengthening customer experience, improving operational efficiency, integrating an acquisition, or navigating technology change—culture dictates speed, alignment, and adoption. Without cultural alignment, even the best strategy stalls

My role: I help leaders build the cultural conditions that make strategic execution easier, faster, and more sustainable



Strong culture reduces turnover and protects institutional knowledge

High-growth companies and those undergoing change are especially vulnerable to burnout, disengagement, and “quiet attrition.” Replacing talent is costly; losing momentum is even more expensive

My role: I identify underlying drivers that may already be impacting your culture, while also helping you anticipate and prevent the common pitfalls that often emerge as organizations grow



Leaders set the tone—intentionally or unintentionally

Employees watch what leaders say and do. Consistency builds trust. Inconsistency creates confusion. When leaders receive tailored communication and development tied directly to your cultural aspirations, they show up in ways that reinforce the environment you want to create.

My role: I design leadership development experiences that translate values into behaviors, behaviors into habits, and habits into results



Build Culture.
Lead Change.
Ignite Excellence.



michelle@culturetiming.com



www.culturetiming.com

Investing in intentional culture is investing in performance

Investing in leadership capability is investing in your future

Investing in a guided process—rather than relying on culture to evolve on its own—
reduces risk, improves retention and accelerates results



Culture can be measured, managed, and strengthened

Organizations often underestimate how much can be quantified: clarity of expectations, sense of connection, leadership quality, enablement, trust, and belonging—all of which correlate directly to performance outcomes.

My role: I build simple, actionable measurement systems that track progress and keep leaders accountable for culture, not just operations



Culture becomes a competitive advantage when designed with intention

Top performers want meaningful work, modern leadership, and an environment where they can grow. Clients want to work with teams who communicate well, collaborate seamlessly, and solve problems proactively.

The result: A culture that attracts talent, keeps talent, and strengthens your reputation inside and outside the organization



Culture Timing Perspective

Great culture doesn't happen by accident—it's designed, activated, and reinforced by leaders.

Leaders bring me in because I am not just a facilitator—I serve as a strategic partner who guides them through the process of understanding their people, aligning their culture, and equipping leaders to carry it forward

When you work with Culture Timing, you get:

- A clear, structured plan rooted in business goals
- Skilled facilitation that brings out honest conversation and alignment
- Tailored tools, diagnostics, and leadership models your teams can immediately apply
- Expertise in designing inclusive, psychologically safe experiences that drive engagement
- AI-enhanced learning and change tools to support long-term sustainment
- A partner focused on practical, high-impact outcomes—not theoretical ideas



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