

THE TWO DAY  
**CULTURE**



*Create your bullet-proof competitive advantage.*

JOHANNESBURG | SEPTEMBER 5 + 6

# INTRO

Culture can aptly be defined as 'the way we do things here'. The go-to responses, the natural, instinctive actions and activities that define a reliable, consistent and predictable working environment are the clearest markers of your culture. And they happen with or without your intervention.

The most successful companies in the world are so because they have embraced the truth that culture is either something you choose or something that happens to you, and they have chosen to be intentional about it.

The **HAPPYSANDPIT** Two Day Culture Bootcamp is about being intentional. It is about all the important steps you will require to take control of your culture and craft it to deliver the results you need.

It is two days of intensive, interactive and exciting learning that will change your life, your business and set you on a firm path to success.

# WHO'S IT FOR?

- **HR Professionals:** Enhance recruitment strategies, onboarding processes, and employee engagement initiatives.
- **Managers and Leaders:** Develop skills in creating and sustaining high-performing teams.
- **Change Agents:** Learn effective strategies for managing organisational change with a cultural perspective.
- **Entrepreneurs:** Establish a strong cultural foundation for business growth and employee satisfaction.
- **Anyone passionate about culture:** Individuals interested in fostering positive workplace environments.



# OUTCOMES

- **Culture Blueprint:** Understand the fundamental components of workplace culture and its impact on success.
- **Practical Application:** Gain hands-on experience in how to design and build a relevant and compelling culture for your organisation.
- **Effective Communication:** Learn strategies for clear and inclusive communication within a cultural context.
- **Change Management:** Acquire tools to manage and lead through organisational change with a focus on culture.
- **Employee Engagement Strategies:** Develop initiatives to enhance employee satisfaction, commitment, and overall engagement.
- **Culture Measurement Skills:** Master the use of various tools for assessing and measuring organizational culture.



# CON TENTS

Throughout Day One, we will present case studies of leading culture-first organisations that have used culture to drive high levels of engagement, loyalty and ownership.

# DAY ONE

## Understanding and shaping Culture

### **(1) What is culture and why does it matter?**

- Defining workplace culture.
- The link between culture and strategy and organisational success.
- The link between culture and employee engagement.
- How culture can be a competitive advantage for your business.
- Interactive discussion on participants' experiences

### **(2) Culture Essentials Part I: Core Purpose**

- Unpacking the power of an organisational North Star.
- How to determine your organisation's Core Purpose.
- How to use your Core Purpose to drive focused alignment.

### **(3) Culture Essentials Part II: Core Values**

- The critical value of Core Values.
- Why most organisations end up with Vague Preferences instead.
- How to select / modify / improve Values that are truly 'Core'.
- How to use them to build a Values-driven workplace.

### **(4) Culture Essentials Part III: Core Behaviours**

- How to identify and unpack the key behaviours needed to achieve your desired culture.
- Aligning those behaviours to your strategic and operational objectives.
- How to sell those behaviours internally and create lasting behaviour change.

### **(5) Culture Essentials Part IV: Supporting characteristics**

- Rituals and activities that help to establish and cement culture-aligned behaviours and mindsets.
- Shaping or reshaping your workplace and working relationships for your culture.
- Artefacts, language, your corporate voice and making engagement an everyday feeling.

### **(6) Creating your compelling Culture Narrative and key culture communication**

- How to package and explain your organisation internally through a series of compelling, interlocked stories.
- How to use a Culture Narrative to create belonging, excitement and clarity all at once.
- Where, when and how to get your Culture Narrative into the workplace for deepest engagement.

# DAY TWO

## Implementing and sustaining culture

### **(7) Recruitment and Onboarding for culture fit and engagement**

- How to craft culture-centric job descriptions.
- Alternate methods of hiring to create greater team alignment from the outset.
- How to design an effective onboarding experience.

### **(8) The new employee induction and existing employee re-induction process**

- The acclaimed Happy Sandpit 12-step framework for your compelling induction and re-induction process.
- When and where to run induction and how to set your frequency.
- Mechanics of excellent induction: who owns it, who runs it and how to choose your format.

### **(9) The culture building blocks of High Performing Teams**

- Compelling case studies of high performing teams throughout history, whose success has come as a result of strong culture.
- How culture worked for them, and how it can work for you.
- An exploration into the 'little things' that make or break a team culture.

### **(10) How to manage change through your culture journey**

- Simple methodology for managing change and minimising employee discomfort.
- How to determine what should change and what should not in order to support your culture.
- A Happy Sandpit tool and framework to uncover your teams' fears and ambitions in a chance cycle.

### **(11) How to measure your culture journey and culture effectiveness**

- Key Performance Indicators for culture
- A look at to different culture measurement tools: employee surveys, stay interviews, culture audit and management awareness techniques.

### **(12) Closing and action planning**

- Recap of Key Insights
- Individual and Group Action Planning
- Resources for Ongoing Culture Development

# Date and time

This Boot Camp takes place over two days:

Thursday, September 5 and Friday, September 6.  
Both days begin at 09h00 and end at 16h30.

# Venue

Johannesburg Venue TBC

# Price

Participation costs **R 9 995.00 (excl VAT)** per person. This includes training, materials, breakfast, lunch and refreshments throughout the day and parking.

Travel expenses (hotel, airlines, transfers) are not covered in this price and must be covered by the attendee in the event that they are necessary.

# How to book

To book your seat, contact Deniah Mthembu on [deniah@happysandpit.com](mailto:deniah@happysandpit.com) or Linda Liquorish on [linda@happysandpit.com](mailto:linda@happysandpit.com)

## FACILITATION

Your facilitator for this workshop is Colin J Browne, the author of 'Don't believe everything you think' and 'How to build a Happy Sand-pit' and the founder of the international culture consultancy, **HAPPYSANDPIT**, which helps organisations to interpret, define and embed culture and leadership philosophies and practices in order to drive employee engagement. Colin has lectured on the topics of culture, engagement and leadership at local and international business schools including Wits Business School, GIBS (South Africa) and the University of St. Gallen (Switzerland).

