

CULTURAL ENGINEERING

EmpoweredCulture™ Cultural Engineering Program

Engineering Culture is about humanizing a brand and creating the conditions for people to realize their best selves through the container of the organization, and beyond. Exploring Culture through EmpowerFi is a discovery of each individual brand's unique energy and pulse, and investing in the people who will bring that to life throughout the organization.

PROGRAM INCLUDES:

- ✓ **Brand Story** (*External Relationships*)
 - Identify your character (who you serve)
 - Brand language and voice
 - Core values
 - Heroes journey
- ✓ **People + Leadership Development** (*Internal Relationships*)
 - Pipeline strategy
 - Development planning
 - Investing in your people
 - Whole-person philosophy
 - Hiring strategy
- ✓ **Relationship Building** (*External Relationships*)
 - Connecting to your community
 - Building real-ationships
 - Brand affinity + trust

Identifying and generating culture is about *people*, first and foremost. Brands that make an **impact** are brands who invest in their *people*.



Brand Story



People + Leadership



Relationship Building

When people are treated like they matter,
they show up like they matter.