



ALIGN

Our Align process is the **first stage** in a company's hierarchy of growth. In this step we measure alignment throughout an organization's culture, design an effective culture strategy for the next 12 to 24 months, and, if necessary, work together with top leaders to revise the language of the company's purpose and values to better align with the emergent character of the growing business. **Our Align program offers four services focused on company culture.**

Our Courageous Culture: My Powerful Purpose

Workshop + bonus 90 days of follow-up content

Through our tested and proven proprietary methodology, employees uncover their personal purpose and connect it to the organization to identify the unique contribution that only they make. After the workshop, participants are encouraged to leverage their personal purpose at work through 90 days of follow-up content.

What Do They Stand For?

Our Courageous Culture: My Powerful Purpose + *Leaders Go First* kit + participant response summary

In addition to the individual value employees gain through the workshop and bonus follow-up content, leadership will receive a summary of participation data including a list of all the shared connection statements and epiphanies from the experience.

Revisiting Purpose and Values

For those companies whose purpose and/or values lack stickiness, lack definitions, or fail to set behavioral expectations of employees, a rearticulation is necessary before any culture strategy is to be implemented in earnest. Corey will step in for 90 days as a fractional chief culture officer to gather input, realign the language around purpose and values, and set up a thoughtful rollout of the results.

TOP OUTCOMES

ORGANIZATION Our purpose, values, and people have been aligned in preparation for growth

INDIVIDUAL I understand the unique contribution that only I make to the work we do together