

# Your Greatest Investment



"Company culture is the backbone of any successful organization."

GARY VAYNERCHUK



It's ALL about the PEOPLE - Your Greatest Investment!

## Culture Coaching

**CULTURE COACHING** is assisting you in the shaping of your company culture; the culture YOU want. There's been a lot of talk about workplace wellbeing lately, and for good reason. Research shows that happiness at work directly effects productivity, and leaders should be aware of this. YOU have a chance to be intentional about shaping the **CULTURE YOU WANT**.

### Increase return on your people investment.



Your people are unique individuals, they do most of their work in teams, and the work they do (or not) impacts business results. Having a strong and distinctive company culture can be the difference maker in your company's profitability. In short, you want to **optimize** your talent to **shape the right culture**.

**op-ti-mize    äp-tə-mīz    verb**

to make the best of or get the most from. OPTI-M (um), OPTI-M (ism), OPTI- (cal) (to see better).

*Isn't the heart of the leadership challenge to maximize resources for greater return?*

**Culture Coaching** creates happier, healthier, more engaged employees, and a company that is thriving from the inside and out—every day.

### Culture Coaching Works: What are the benefits?

- Pro culture gets noticed
- No fear to live out our values
- Empowered toward self-care
- Leverage habits & routines
- Bring meaning & purpose with them
- Live out their mission & vision
- Willing to take action for the betterment of others

People at every level of the organization develop strong and healthy cultures when they feel a **genuine sense of purpose in their work**. They feel **energized and engaged** by their work rather than burdened by it. When a challenge presents itself, they can **cooperate** to find a solution before rejoicing in their accomplishment.

*Smart businesses are investing in their employees and making **MORE** money? How can that make sense?*

-  **Great Culture = Great Productivity + Increased Revenue + Better Teams and Talent + High Engagement**
-  **Bad Culture = Wasted Resources + Decreased Productivity + Poorer Communication + Low Engagement**

A few of the critical issues for C-suite executives, HR Leaders, and managers that can be positively impacted by **Culture Coaching**:

- Performance and wellbeing are linked
- You get to have the culture you want
- People are cared for and performance doesn't suffer
- Ownership & accountability go hand in hand with a healthy performance culture that doesn't ignore wellbeing
- More empathy, more wellness, more FLOW

We get it, **your plate is full**. You may be saying, "...all interesting, but will this actually work for us."



**CAN YOU AFFORD TO DO NOTHING?**

## LET'S zoom!

### A Culture Coaching Strategy Session

- We'll discuss what's currently going on within your teams of leaders and how you would describe your current culture and the culture you want.
- I'll answer any questions you might have about coaching, my coaching philosophy and style and my experience

Healthy and strong cultures are not created by mistake; no, they are designed. To give people a genuine sense of purpose and meaning so their work is energized, engaging and exemplary.

**Intentionally doing something about your company culture could be the very best thing you can do for your company.**

You have a company culture; like it or not. Don't use hope as a strategy. Do something.

**25+** Years of Experience

**Connect with Byron today!**

<https://byronlow.com/schedule/>



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