



# Strategy Culture Alignment Certification

[work-effects.com/our-events/strategy-culture-alignment-certification](http://work-effects.com/our-events/strategy-culture-alignment-certification)

**Who?**



Strategic HR Leaders, Consultants, and Practitioners

**What?**



Become certified to facilitate Work Effects' Phase 1 Strategy Culture Alignment Planning Session and learn more about our unique approach to organizational culture.

**When?**



**18 -19 September 2019**  
**Wednesday & Thursday - 9am to 5pm**

**Where?**



**733 Baker Center (13th Floor) -**  
**Minneapolis, MN 55402**

**Why?**



Learn how to align culture with strategy to leverage your organization's or your clients' ultimate competitive advantage, a purposefully aligned culture.

**How Much?**



**\$475** - Includes a continental breakfast and lunch both days and a Happy Hour following day 1

## Brief Agenda

### Day 1 - 9am-5pm

- Deep dive into our approach to Health + Culture
- Experience a Planning Session with facilitation by Michael Stewart & Amanda Kopydlowski
- Networking Happy Hour

### Day 2 - 9am-5pm

- Volunteers facilitate a Planning Session with fast feedback from Michael & Amanda
- Deeper Dive into Culture Phases 2-4 with research and case studies
- Review applications, support, and marketing materials

## Health vs. Culture - Phase 1

We often hear leaders say they have a “good” culture; there are strong leaders, teams are effective, etc. However, we define these as attributes of organizational health. Work Effects thinks of culture on a **good-good** continuum, there aren’t good or bad cultures, but rather cultures that benefit your organization’s goals and strategies.

For example, an organization’s atmosphere may be very disciplined or very social; both are good, but there may be current practices or processes that do not serve the current culture, or vice versa. By reviewing the organization’s culture one dimension at a time, leaders accurately analyze how these show up in their organization.

Through this 1/2 day planning session, the senior leadership team has enriched conversations around where they think their culture is at currently as well as where it needs to be in order to best execute the organization’s strategic goals. The session ends with outlining the dimensions that need to be prioritize and how they as leaders will cascade this to the rest of the organization.

When you graduate from our certification, you will be equipped with the tools to facilitate a conversation around culture with your clients, your organization, or Work Effects’ clients.



### Outcomes of Phase 1:

- Quickly builds one voice for the leadership team
- Creates a clear roadmap of how to navigate molasses and use culture to the organization’s advantage
- Identifies critical beliefs required to execute strategy
- Establishes and leverages your organization’s secret sauce
- Lays the ground work for aligning the entire organization, bringing you to Phase II (Health + Culture survey)

### Testimonials

*“This is well worth your while. I attended last summer and the value is unbelievable if you’re interested in truly building a winning culture.”*

-Verna Lynch, 2017 Summer SCAC Graduate

*“Work Effects offers hands-down the best tool out there for managing the mix of cultures and identifying what aspects of culture will most contribute to the new business’ success. The Strategy Culture Alignment Certification was invaluable for understanding the Health + Culture survey, how it can be used in a major change process, and how to facilitate using it with business leaders.”*

-Will Miner, Independent Consultant