



YOUR CULTURE PLAYBOOK

If you're reading this, you're more than likely looking to grow or maintain a strong culture in your organization! You care about not only recruiting excellent talent, but retaining excellent talent. Establishing a strong company culture isn't always easy, and it requires intentional effort and commitment from everyone involved. But, with the right mindset and tools, you can unleash the full potential of your team and build a culture that's truly extraordinary!

This resource has been created with you in mind and will give you just the guidance you need to build a strong company culture in a post-pandemic world. From fostering a sense of belonging, to promoting collaboration and open communication, you'll discover practical and proven techniques to transform your organization for the better!

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ELEVATE YOUR CULTURE PLAYBOOK

ENGAGEMENT

To create a remarkable experience, we think in three categories: events, engagement, and culture. Where these three categories align is where the true magic happens, and that is *how* you create an event people love.

CULTURE

EVENTS

To do this, each category is vital: events need engagement, and engagement needs to be centered around culture.

When you can accomplish all three at once, you will have created a memorable, fun, and remarkable experience. But that doesn't come easy.

Rather, it requires a unique combination of both strategy and experience, both of which you will gain from this resource. In other words, we have figured it all out for you!

CLIENTS WHO TRUST ELEVATE















WHY TRUST ELEVATE



Have you ever been to a dull conference that felt like it was dragging on forever or a ceremony that fell far from being celebratory? Or maybe you've been to an awards banquet where there was great food and drinks, but no one seemed engaged. Not fun, right? And definitely not memorable.... but it doesn't need to be this way!

Since 2012, we have been on a mission to prevent just this. Our goal is to eliminate the plague of boring events!



WHY ELEVATE?

Our team is dedicated to providing exceptional services and unparalleled production from event concept to completion. We are committed to creating innovative, memorable, and engaging experiences that bring people together and create impressions that last for years to come!



WHAT WE STAND ON

Our team is dedicated to providing exceptional services and unparalleled production - all the way from event concept to completion. We are committed to creating innovative, memorable, and engaging experiences that bring people together and create impressions that last for years to come!

OUR VALUES



RELATIONSHIPS

Our focus is adding value to others



REMARKABILITY

We activate things that lead to great conversation & positive impact



Our team approaches our work with professional joy and authentic connection



INITIATIVE

We strive to remain one step ahead in the planning and innovative process



BRAVERY

We overcome and are often out of our comfort zone



OUR BELIEFS

Putting others first is the best way to grow your brand

Culture wins when you design remarkable moments for people

Companies that **keep it fresh** will continue to increase their impact

Opportunity awaits the brave and curious

the hero of the story is our client, not us

Okay, so you know about this resource, and you know a little about us. **Are you ready for the play-by-play?**

One of the first grow your team can be influenced. BULDING

One of the first ways you can improve your company culture is to grow your teams through **team building**. Even as adults, people can be influenced by the conversations around them, whether in a

personal or professional setting. Through the following points we've provided, we aim to help you create beneficial and empowering relationships between your team members!

HIRE A PROFESSIONAL

Hiring a professional comes with a multitude of benefits. Not only does doing so take all of the planning, preparation, and content creation off of your back, but it also allows YOU to enjoy the experience too!

Schedule a meeting with one of our team members to learn more about our culture consultation and team building services through our <u>website</u>.



READ A BOOK TOGETHER

Reading a book and having weekly discussions together creates accountability for growth in your organization! A great way to find books to read are by shopping "locally," or through recommendations from people you know and trust! Here are a few of our favorites:

- "Culture Reconstructed" by Billy Boughey
- "Inspired Everyday" by Kevin Scott
- "Dare to Serve" by Cheryl Batchelder
- "The Slight Edge" by Jeff Olson
- "Culture Rules" by Mark Miller





ELEVATE YOUR CULTURE PLAYBOOK

YEARLY OFF-SITES

If you want a fun culture, provide an environment where that can happen every now and then through off-sites! An off-site can be a retreat or trip where your entire team attends, but doesn't work on anything specifically related to your organization's products or services (emphasis on the off site).

Instead, you can focus on bonding as a team and building friendships! It's experiences like these that pave the way for inside jokes and office banter to begin, as well as for morale and inspiration to have a platform to boost off of.

When planning an off-site, here are just a few details you'll want to consider:

- Lodging
- Keynote speakers
- See page 12 for more information on keynote speakers!
- Food
- Travel costs
- Activities
- Check out our free resource, "The <u>Engagement Playbook,</u>" for large and small scale activity ideas!



MEET IN PERSON FOR CONVERSATIONS OF TOP PRIORITY

Even if your team members primarily work remotely or hybridly, we recommend meeting in person when you need to hold an "all-hands-on-deck" meeting! Some simple ways these can be conducted are through hosting town halls or monthly meetings.

TEAM BUILDING



HOST A "LUNCH & LEARN"

There's something special about sharing a meal with those around you! Through lunch and learns (informal gatherings where employees come together to learn about a particular topic or skill during their lunch break), your employees can learn new skills and grow closer to one another in a communal setting.

GO TO A CONFERENCE

Attending a conference is a great way to foster collaborative teamwork and strengthen company culture! Conferences are built with purpose and are focused on benefiting attendees directly. They are been proven to help teams grow in a variety of ways, such as:

- Developing new hard + soft skills
- Building relationships within your organization
- Feeling more motivated in their work

HAVE ONE-ON-ONES

Making time to meet with your team members individually is one of the best things you can do for your culture!

A one-on-one is a meeting between direct reports and supervisors. These can be held at any level in an organization.

Not only do they provide both parties with an opportunity to discuss projects and evaluate performance, but they also create space for managers to get to know their employees on a personal level.

***PRO TIP: Consider holding "skip levels." A skip level meeting is a meeting where a manager's manager meets directly with employees, without that manager in attendance.

KEYNOTE SPEAKERS



Looking for fresh ways to inspire and empower your team members while creating lasting impact? **Keynote speakers** are the perfect solution.

While a conference, panel, or retreat may include a variety of guest speakers, a keynote speaker is the "main event" or headline speaker. They're set apart from typical speakers, as not only are they able to dive into the details of the key themes of your event, but also comment on topics and trends related to your organization.

Our president and founder, **Billy Boughey**, has been in the event industry for over 10 years! With his engaging speaking style, ability to connect with listeners of all backgrounds, and gift for inspiring and motivating audiences, he is the best choice for a keynote speaker at your next great event.

Click this link to get in touch with a team member and work with Billy!





LET'S HAVE SOME FUN

Who said team meetings, corporate conferences, and retreats can't be fun? Having fun at work is more than just a perk - it's an essential element of a healthy and productive environment!

When your team members enjoy what they do, they will be more engaged, motivated, and satisfied with their tasks at hand. In turn, this can lead to increased productivity, creativity, and innovation! Having fun at your workplace can also help foster positive relationships among team members, leading to better collaboration and communication, both of which are HUGE determining factors for your organization's culture.

Below, we've included some of our ideas proven to help you level up the fun factor at your workplace!

GAME SHOWS

Talk about FUN! Game shows are one of our favorite ways to amp up the fun at any event. From on-stage games, to raffles, to small group mixers, we love it all!

Looking for games to play, but don't have time to create any from scratch? Start by checking out our online storefront through this wak; it's chock-full of games for your hybrid, in-person, or virtual event! Each one has been professionally designed with the intention of bringing engagement and excitement back to your event.

Here's just a glimpse at a few of our games:

Color Connect:

The Game: Display the slide from our downloadable game, <u>Color Connect</u>, on your screen. The host will display the slide with three different options, each option connected to a certain color (EX: green dot is ketchup, red dot is mayo, and blue dot is mustard). The host will then instruct attendees to walk to the part of the room pertaining to their personal preference/choice!

Event Type: This game can be played in an in-person, virtual, or hybrid

setting!

Group size: Your entire audience!



LET'S HAVE SOME FUN

MORE GAMES

The Numbers Game:

The Game: Pass out the printed sets of numbers from our downloadable game, The Numbers Game. Each group should have one of each number, from 0-9! Then, listen for the host to call out a number. As soon as you hear the host call out the number, work with your team to get in line and make that number! The first group to get in the right order wins!

Event Type: This game is best played in-person!

Group Size: Groups of 5-10 people

Tips: If you have more than ten in a group, that's okay! Members of your groups can pair up and share a number. Just make sure all 10 numbers









This or That:

The Game: Display the slide from our downloadable game, This or That, on your screen. On the screen, there will be TWO different items (EX: beach/mountains, pizza/tacos, etc). Attendees can use shout on the mic or type in the chat which one they prefer or think is best! If you're playing in person, instruct attendees to move to one side of the room or another based on their selection, stand up/sit down, raise or lower hands, etc!

Event Type: This game can be played in an in-person, virtual, or hybrid setting!

Group size: Your ENTIRE audience can play at one time!

With all of the behind the scenes details, we know that hosting a game show on your own might sound overwhelming. Don't fear! You can take a breath- we have years of experience in game show production!

Click this link to get in touch with our team and dream up your game show today.

LET'S HAVE SOME MORE FUN



TAKE A TRIP

Just like an off-site, but minus the work! When your team meets a goal, we recommend traveling and taking a trip together to celebrate simply for the fun of it.

This could be anything from a weekend in the mountains to a week at the beach. Celebrate the hard work that your teams have been a part of in a way that you all will enjoy!

CELEBRATE BIRTHDAYS

We believe that every person, no matter what, deserves to feel celebrated!

Celebrating your team members' birthdays will not only elevate their morale, but it will show them that you truly value them as an individual, and not just an employee. This could look like giving them the day off, a giftcard to their favorite restaurant, or a handwritten note- whatever best fits!





LET'S CONNECT

@eventspeoplelove



@ElevateExperiences



Visit www.elevateexperiences.com to learn more about how we can help bring your next event to LIFE!



Get even more FREE tips and tricks!

Join our monthly email list for exclusive, front-row access to the tools and resources you need to make your next EPIC event now!



Our team at Elevate offers audio/visual, consultation, production, and emceeing services for all events alongside our resources. Contact us today to get started and let us show you how we can make your next event a success!

