

S-I-M-P-L-E

**The Complete Training Programme for creating an engaged
and productive workforce**



youbecome[®]

Introduction

Whenever we speak to potential customers, we find that business owners and directors fall into one of three categories. There are those that understand the importance of culture and engagement but are simply too busy on other things to make it a priority. The next group do not see the value in investing time and effort into something that is intangible and fluffy. Finally, there are those that understand how important their culture and engagement is and are prepared to take proactive steps to measure, nurture and improve this.

YouBecome's mission is to work with the last group of leaders and companies to make their organisations leaders in their field. Attracting outstanding and talented people and then retaining them and keeping them motivated and engaged will drive a company's ability to innovate, grow and win business over its competitors. Culture is the unseen element of your brand. Your customers do not see it physically but they feel it emotionally. It is the difference between your business being special and better than the rest.

To those that want the very best for their people, the hardest thing is knowing where to start and having a step by step process to follow that will help achieve the desired results. This is the purpose behind YouBecome's **S-I-M-P-L-E** framework and training day. It provides the delegates and their organisations with a clear road map to follow to deliver a healthy and strong culture and create rock solid foundations to underpin a highly engaged and productive workforce.

The **S-I-M-P-L-E** process and training day looks to help you answer the following key questions:

1. **What is Organisational Culture and why is it so important?**
2. **How do we effectively measure the strength of our Culture and Engagement?**
3. **What changes would make the most positive differences to our business?**
4. **How does our culture and engagement impact our customers?**
5. **How do we reset the way we review individual performance?**
6. **How do we develop consistent management behaviour and habits?**
7. **How can we develop an effective innovation and learning culture?**

It is important to stress that this training day will provide you with the framework, content and resources to create a transformational Culture and Engagement change project. It will require hard work and effective action to deliver. If you would like help and support with any stage of the process, we will be here to help and encourage you.

S

Surveys

I

Individual
Feedback

M

Market
Feedback

P

PDE
Framework

L

Leadership
Development

E

Education



Transforming the Culture and Engagement of your Business

The following describes the structure of the training day and what you will take away.

9AM - INTRODUCTIONS

9.15am - What is Organisational Culture and why is it so important?

- ✓ The research
- ✓ The six pillars of Culture
- ✓ Examples of great culture

10.00am - How to measure Culture and Engagement?

(S - Surveys)

- ✓ Warning - Plan for a Culture and Engagement project not a staff survey
- ✓ The value of surveys - what works and what doesn't
- ✓ Getting the questions right
- ✓ Exercise: create your own questionnaire
- ✓ Creating trust in the process
- ✓ The importance of a consistent rhythm

11.00AM - COFFEE

11.20am - What changes would make the most positive differences to your business?

(I - Individual and Team Feedback)

- ✓ The importance of inclusiveness and dialogue
- ✓ How to organise effective feedback sessions?
- ✓ The do's and don't's of running feedback sessions
- ✓ The importance of Communication post sessions
- ✓ The value of using a third party

12.00pm - How does our culture and engagement impact our customers?

(M - Market Feedback)

- ✓ Where HR and Sales and Marketing meet
- ✓ Working with Sales and Marketing
- ✓ How to measure Customer Feedback effectively?
- ✓ How should customer feedback effect a Culture and Engagement project?
- ✓ The right process and questions to ask
- ✓ Taking the right actions

12.45PM - LUNCH

1.30pm - How do we reset the way we review individual performance?

(P - Personal Development and Engagement Framework [PDE])

- ✓ The importance of consistent managerial habits and behaviours
- ✓ The most important habit - regular one to ones
- ✓ The anatomy of an effective One to One
- ✓ Scrap and replace your appraisal process - what 'good' looks like
- ✓ Job skills and behaviour assessment and how they fit
- ✓ Rolling this new process out

3PM - TEA

3.20pm - How do we develop consistent management behaviour and habits?

(L - Leadership Development and Coaching)

- ✓ What are you aiming for? The tangible goals of this training project?
- ✓ The importance of consistency
- ✓ Measuring management behaviour and effectiveness
- ✓ Coaching - the key skill
- ✓ Accountability - the implications of not playing ball

4.00pm - How can we develop an effective innovation and learning culture?

(E - Education and Environment)

- ✓ The value of competencies and creating a framework
- ✓ Mapping every employee against 'outstanding'
- ✓ Developing an education and training framework
- ✓ Using simple tools to help the process

4.45PM - WRAP UP AND CONCLUSIONS

5.00PM - DEPART

Lunch and refreshments will be included in the day. Please let us know if you have dietary requirements.

If you would like to find out more information about the **S-I-M-P-L-E** training day or to book a place on the next course, please go to <https://youbecome.com/courses/SIMPLE> or contact us by phone on 01932 977 090.

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