



23

tenets  
of culture

*A BetterCulture Product*

**20 TENETS OF CULTURE**

**INVEST IN YOUR EMPLOYEES.  
STRENGTHEN YOUR TEAMS.  
WIN THE WAR FOR TALENT.**



# Imagine

If your employees embraced these 20 attitudes and behaviors, what would your work setting feel like? How much would you enjoy leading such a company? How would you predict the company would perform?



## Tenet 1: Coachable

Accept, appreciate, and even seek feedback.



## Tenet 2: Helpful

Offer assistance eagerly and proactively.



## Tenet 3: Assume Positive Intent

Grant colleagues the benefit of the doubt.



## Tenet 4: Friendly Friction

Welcome intellectual conflict without making it personal.



## Tenet 5: Welcoming

Take steps to ensure others feel included.



## Tenet 6: Upbeat

Be positive, energetic, and hopeful.



## Tenet 7: Forgiving

Choose to forgive missteps and relinquish grudges.



## Tenet 8: Saying Thanks

Express frequent and meaningful appreciation to coworkers.



## Tenet 9: Brag-'em-up!

Publicly praise and celebrate deserving coworkers.



## Tenet 10: Gather & Sow

Pass along every compliment you hear.



## Tenet 11: No Gossip

Discourage discussion of interpersonal drama.



## Tenet 12: Kind

Be thoughtful and compassionate to coworkers.



## Tenet 13: Restraint

Avoid topics likely to inflame personal conflict.



## Tenet 14: All Aboard

Support team and company decisions once made.



## Tenet 15: Friends

Create meaningful personal relationships with coworkers.



## Tenet 16: Own It & Fix It

Acknowledge mistakes and repair any damage.



## Tenet 17: Standing Up

Support managers who are protecting the team and culture.



## Tenet 18: Tolerance

Accept or embrace diverse views and values.



## Tenet 19: Unspeakables

Have the courage to start challenging conversations.



## Tenet 20: Laughing Matter

Spread joy and have fun.

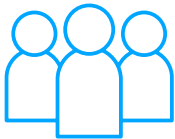
# Make it Reality with BetterCulture's 20 Tenets of Culture

A POWERFUL ALL-EMPLOYEE ASSESSMENT AND COACHING PLATFORM THAT DELIVERS VALUE ON THREE LEVELS:



## INDIVIDUAL

- A personalized growth plan for everyone
- Improve emotional intelligence
- Coaching concepts that promote success at work and in life



## TEAM

- Improve team communication and chemistry
- Increase participation and inclusion
- Better performance conversations between employees and managers




## COMPANY

- Attract and retain top talent
- Tilt the world in favor of your best employees
- Amplify the success of EDI initiatives
- Achieve a better company culture



The 20 Tenets process encourages a more inclusive work setting - and accomplishes it with a 100% positive process.





# HOW IT WORKS

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# How Does the 20 Tenets Process Work?

20 Tenets of Culture is an easy-to-implement soft skills development system for all employees. The program starts with a quick employee self-assessment. This simple assessment generates a yearlong series of coaching content delivered directly to participating employees. Over the course of the yearlong program, employees have access to a personalized growth dashboard while organizations receive informative company-wide data and valuable culture insights.



**20 Tenets will empower your best employees. The system tilts the world in favor of your star employees, giving them a bigger platform from which to influence others.**

**"We've built a powerful, easy-to-implement solution that has both executives and employees leaning in and saying 'Wow!'"**

**- Brett Hoogeveen**  
BetterCulture Co-Founder





# EMPLOYEE EXPERIENCE & IMPACT

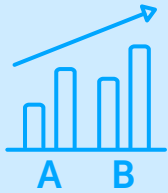


# The Employee Experience



## Initial online assessment (20-30 minutes)

Participants begin the 20 Tenets process by completing a confidential, online, video-based self-assessment that asks employees to score themselves on each of the 20 workplace attitudes and behaviors that BetterCulture refers to as the 20 Tenets of Culture.



## Commit to improve in 2 areas

Within the assessment, employees identify 2 Focus Tenets on which they commit to improve. Upon completion, employees immediately receive their results within a customized 20 Tenets report.



## Yearlong coaching on all 20 Tenets

Employees receive coaching videos from BetterCulture every two weeks over the course of a year (one video on each of the 20 Tenets, accompanied by periodic “booster” reminders on the 2 Focus Tenets they selected).



## Personalized dashboard with progress and resources

Employees have on-demand access to all program materials via their personal 20 Tenets dashboard (their self-assessment, selected Focus Tenets, all coaching videos, and an interactive private journal to track their progress).



Organizations that “tilt the world” in favor of their best employees see:

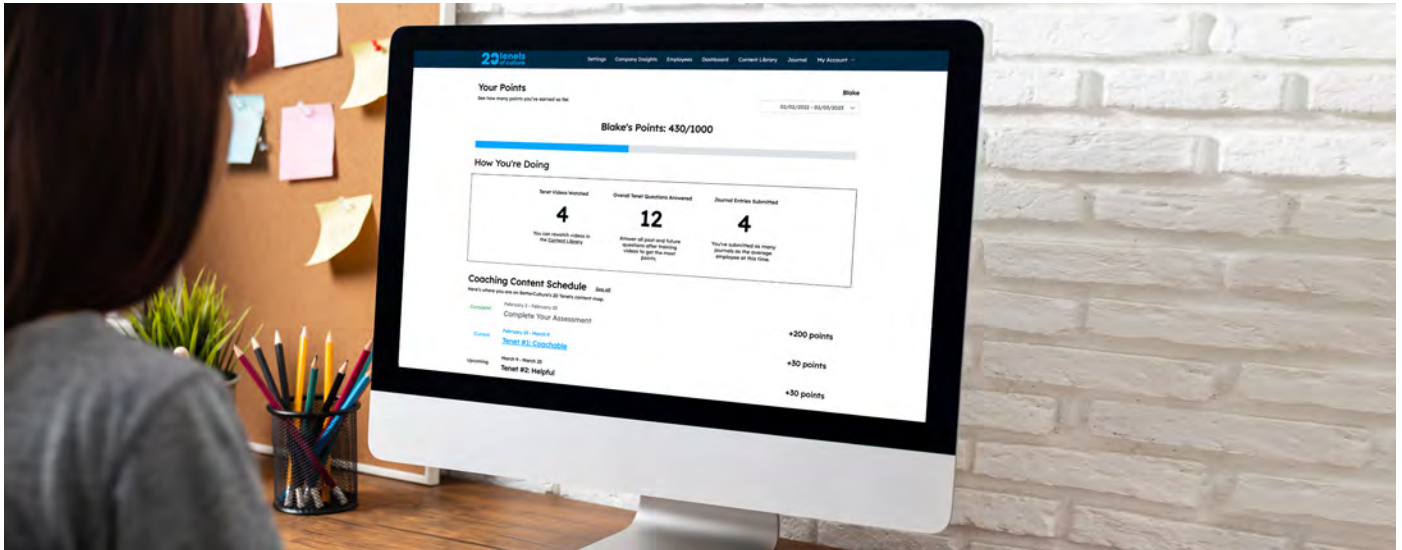
- Improved employee performance
- Increased employee engagement and satisfaction
- Higher employee retention



## Benefits to Employees

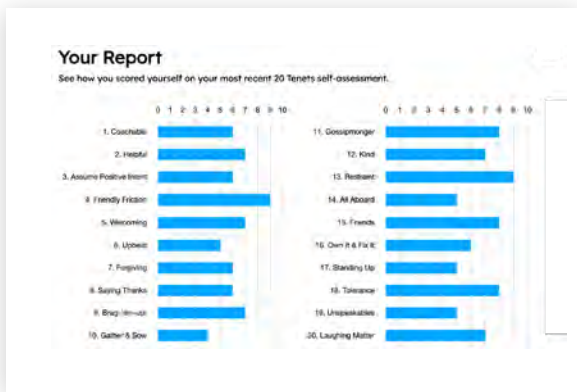
### I LOVE 20 TENETS BECAUSE...

- ✓ It shows my company is invested in my success
- ✓ The content has made me more successful at work and in my life
- ✓ I love the content, and it's so easy to apply
- ✓ It has made me more self-aware of my strengths and growth opportunities
- ✓ 20 Tenets has improved my relationships with friends and colleagues
- ✓ It's great to have control of my own growth plan
- ✓ It has improved our team chemistry
- ✓ I've had better conversations with my manager
- ✓ The coaching videos and journal are great resources
- ✓ It's just more fun to work here after 20 Tenets



# The Employee Dashboard

Every employee will have access to a personalized online dashboard containing their 20 Tenets assessment results, selected Focus Tenets, a library of coaching videos, a company participation leaderboard, and an interactive private journal to record their thoughts and progress throughout the program.

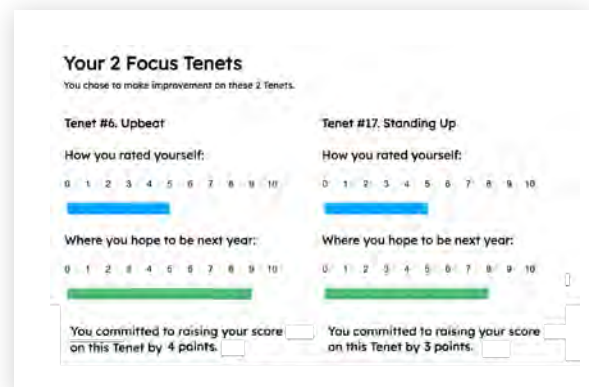


## IMMEDIATE ASSESSMENT RESULTS

Employees receive their assessment results, including their two selected Focus Tenets, immediately after completing the online self-assessment.

## FOCUSED DEVELOPMENT

Employees commit to improvement in two specific areas and receive additional coaching content and periodic reminders to spur growth.



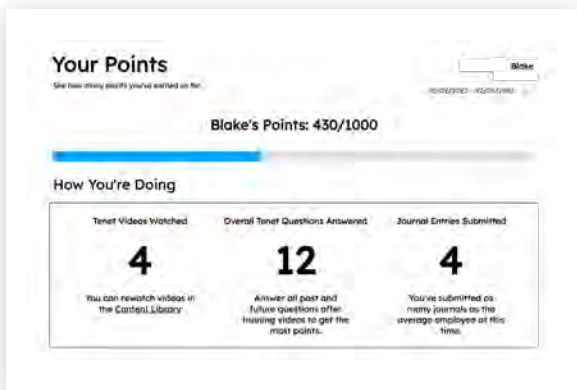
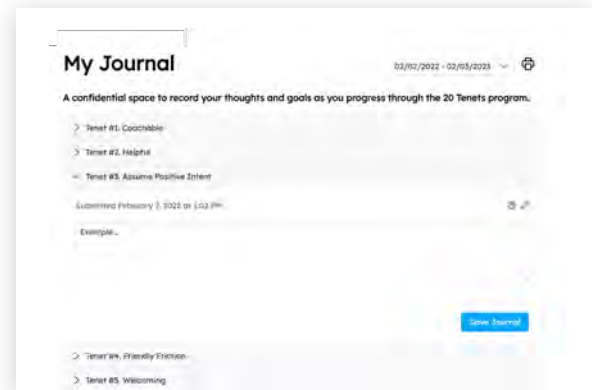


## POWERFUL INSIGHTS

Coaching videos are delivered directly to participants via email and are also accessible on the employee dashboard.

## PERSONAL JOURNAL SPACE

Participants can log notes on each coaching video and track their performance. Journal entries are private, but BetterCulture encourages employees to refer to these notes as topics for performance conferences with their managers.



## MAKE IT FUN

Companies can utilize built-in gamification features to incentivize participation, celebrate achievements, and reward employees who top the company leaderboard.

When BetterCulture’s 20 Tenets are infused into the bloodstream of your day-to-day culture, your employees grow, your teams thrive, your culture improves...and the sun shines a little brighter too!”

- Andrew Prestai  
CEO, Event Vesta

Offering this assessment and coaching sends a strong message to your employees that their company genuinely cares about their success.





# COMPANY EXPERIENCE & IMPACT

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## The Company Experience

20 Tenets of Culture is the most powerful product on the market to help organizations strengthen culture from the bottom up. Employers can lean on BetterCulture's third-party credibility to establish 20 clear expectations for employee attitude and behavior.

Setting up and administering the 20 Tenets process is simple and easy. Employers work with BetterCulture to set up an account. Once that account is active, employers simply distribute an invitation link to participants, select a start date, and the system takes care of the rest.

**20 Tenets delivers three big benefits in one powerful package:**

- Grow your people
- Strengthen your teams
- Enhance your culture



## Benefits to Companies

- ✓ Provide every employee a personalized growth plan to advance their success both at work and in life
- ✓ Improve team relationships, communication, and performance
- ✓ Enhance and protect a fantastic work culture
- ✓ Build employee appreciation by making a valuable investment in their success
- ✓ Boost the influence of your most positive and valuable employees
- ✓ Strengthen your company's ability to attract and retain outstanding employees
- ✓ Enhance your company's reputation as a great place to work
- ✓ Provide supervisors with a powerful tool to improve team functioning
- ✓ Give front-line leaders a great playbook from which to coach employee development
- ✓ Amplify your efforts to ensure an inclusive work setting

# The Company Dashboard

Your organization will have access to an administrative company dashboard where you can view aggregate data showing company-wide metrics on growth goals, cultural health, participant activity, and more.

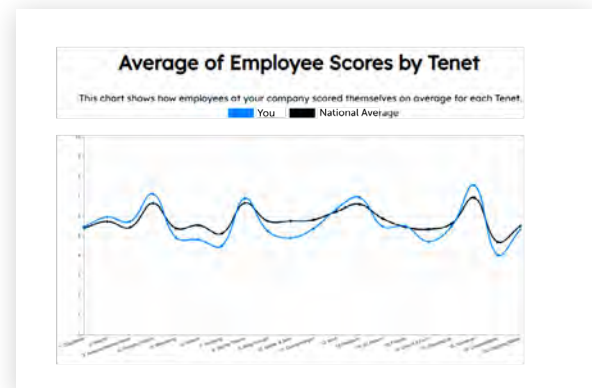


## EFFORTLESS ADMINISTRATION

Companies can easily add, remove, and monitor the participation of enrolled participants.

## COMPANY-WIDE INSIGHTS & COMPARATIVE BENCHMARKING

View a summary of how your employees rate themselves on all 20 Tenets and compare your company's overall cultural health against other organizations.



## TRANSPARENT PRIORITIES

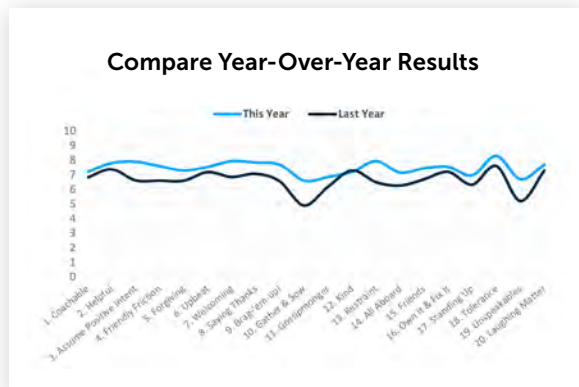
View a summary of the Tenets on which your employees have committed to improve.

## OPTIONAL GAMIFICATION

Track participant utilization by enabling an optional company leaderboard.

Rank (1)	Name (1)	Email (1)	Points (1)
1	Blake	blake@email.com	430
2	Brett	brett@email.com	200
3	David	david@email.com	200
4	Stevie	stevie@email.com	200
5	Jess	jess@email.com	200
6	Andrea	andrea@email.com	200
7	Kevin	kevin@email.com	200
8	Jackson	jackson@email.com	200
9	Court	court@email.com	200
10	Oli	oli@email.com	200

Showing 1 to 10 of 51 entries



## MEASURE CULTURE GAINS

Track overall company culture by viewing year-over-year improvement.

## CONTENT LICENSING

Clients receive unrestricted access to all 20 Tenets coaching content for unlimited internal use.



**The best workplace cultures are created and protected not just from the top down - but also from the bottom up.**

20 Tenets establishes a foundation for positive employee contribution, promotes company-wide growth, and helps to ensure that leadership receives steady and continuous support from the ground up.

20 Tenets will establish consistent expectations and an uplifting common language across your entire organization."

**- ANDREW IVES**

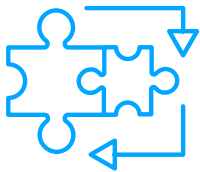
Director of Culture and Talent Development, Fusion Medical Staffing



# Best Practices for Maximum Impact

20 Tenets is a fantastic stand-alone self-assessment and coaching program. It runs autonomously and will help any organization make progress on employee development and workplace culture. When employers follow a few simple best practices, they will see even more powerful outcomes. For example:

- **Share Your Goals.** Ask employees to share and discuss their two Focus Tenets at a team meeting.
- **Communication Starter.** Managers can occasionally play one of the 20 Tenets coaching videos at a team meeting to spur group discussion.
- **Find Your Stars.** Ask a group to identify 'role model' colleagues who excel on each of the 20 Tenets.
- **Performance Conversations.** Have employees bring their 20 Tenets profile as fuel for discussion in 1-on-1 manager conversations and evaluations.
- **Remedial Coaching.** Skilled supervisors can prescribe viewing a specific 20 Tenets coaching video for wayward employees in need of improvement.
- **Tell a Story.** On occasion, when a new 20 Tenets coaching video is released to the entire organization, have a member of the executive team share a story about why that Tenet matters to them and who in the company they appreciate for consistently demonstrating the Tenet.
- **Focus & Fun.** Be creative and make 20 Tenets fun. Encourage participation, start conversations, highlight successes, open up about areas for improvement, and recognize your 20 Tenets stars!



## TENETS OF SUCCESS

The 20 Tenets of Culture should be presented to employees as a process designed for their benefit. In fact, the 20 Tenets of Culture are also 20 Tenets of Personal Success!

*I'd love to have my 25-year-old daughter learn these lessons. The coaching content delivered in 20 Tenets is like a roadmap for both personal and professional success."*

- Retired CEO & Business Consultant

READY TO GET STARTED?

# 20 tenets of culture

*A BetterCulture Product*

BetterCulture has created a process – and produced content – that was simple for us to adopt, easy for employees to incorporate into their routine, and very affordable. From the start of the 20 Tenets Assessment, employees have been engaged and eager to learn more about how to improve their individual performance. 20 Tenets provides both a high return on investment and has quickly advanced our team's success."

- **Brian Zimmer**

Chief Product Officer,  
Don't Panic Labs

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