

# CREATING A BLUEPRINT FOR WORKPLACE CULTURE

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The Power of Intentionally Designed and  
Managed Cultures



# Our Speaker, Charlie Judy

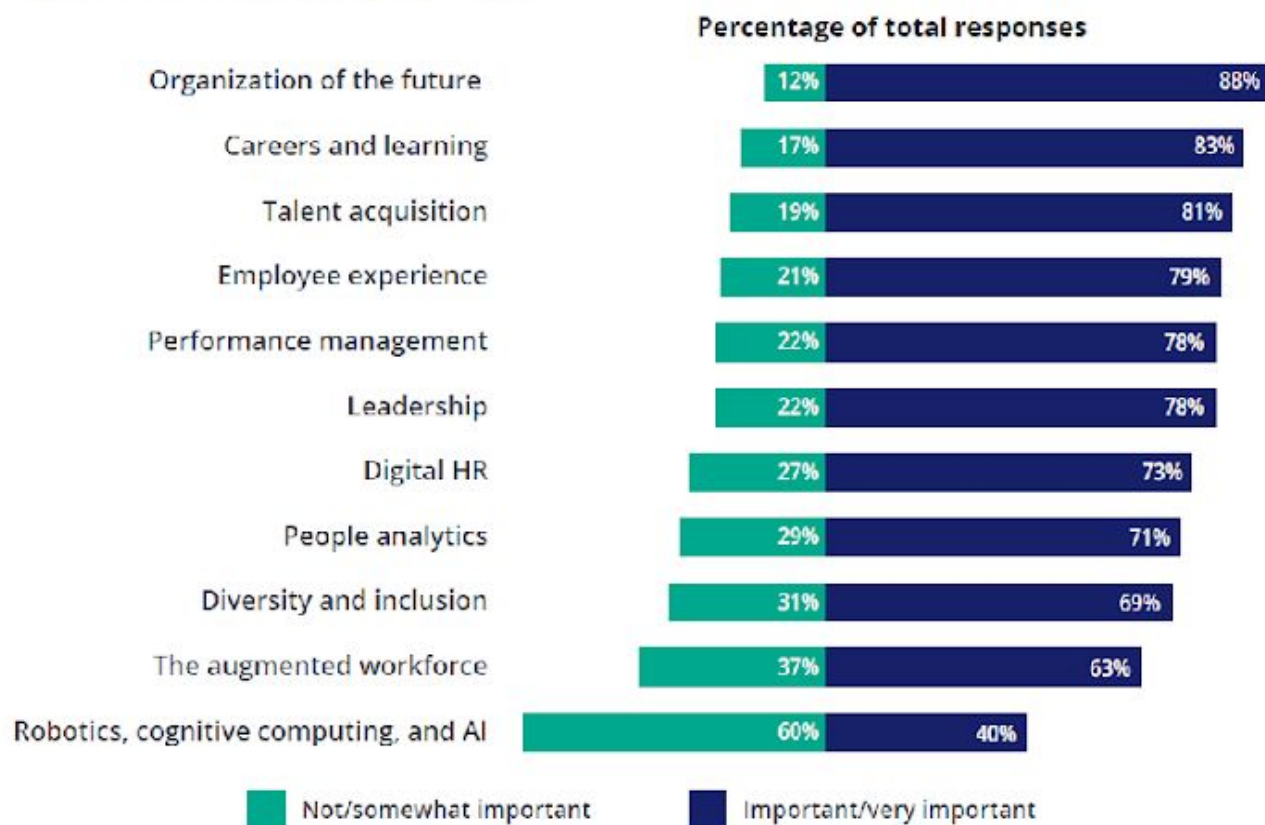
- WorkXO Founder, QuestionPro Workforce President
- 23+ Years as an HR Exec
  - Deloitte, Navigant, Baker Tilly
- Global Assignments in Belgium, India
- CPA, SPHR, SHRM-SCP
- Tulane University, AB Freeman School of Business



# CULTURE DEFINED

All the stuff -  
words, actions,  
behaviors, and  
experiences -  
that **reinforce**  
**and clarify**  
**what's truly**  
**valued** in your  
business.

Figure 3. The 2017 trends by importance



Note: Ratings for "The augmented workforce" and "Robotics, cognitive computing, and AI" both relate to the broader trend on "The future of work" discussed in this report.

**DON'T HAVE A  
BLUEPRINT?  
DON'T WASTE  
YOUR TIME.**

# You can't have 1 without 2

1

Do you know what's (truly) valued by your organization and do you know what (really) drives your success?

2

The way you act, interact, and behave must absolutely reinforce and clarify those things.



# 1) DON'T WING IT

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Have a plan, get intentional about it. Manage culture.



## 2) CHOOSE FUNCTION OVER FORM

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What do you truly value?

What will drive your success?

What works for you?



**THERE IS NO 'BEAUTIFUL'  
THERE IS NO 'UGLY'**

**THERE IS ONLY 'RIGHT'**





**STOP WORRYING  
ABOUT THE  
CULTURE COOL  
KIDS.**

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**amazon**

The Amazon logo, featuring the word "amazon" in a lowercase, black, sans-serif font. Below the text is a yellow curved arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right.

**Zappos**  
**.com**

The Zappos logo, featuring the word "Zappos" in a large, bold, black, sans-serif font. Below "Zappos" is the text ".com" in a smaller, blue, sans-serif font. To the right of the text is a blue icon of a shoe sole tread pattern.



# 3) BE A SURVEYOR

Measure, Analyze, Understand the Current State

**“Companies that focus on  
people-analytics...out-hire  
, out-manage and  
out-perform their  
competitors.”**

**Every. Single. Day.**

Josh Bersin, Deloitte,  
January 2018





# MEASURE DRIVERS

Not Outcomes

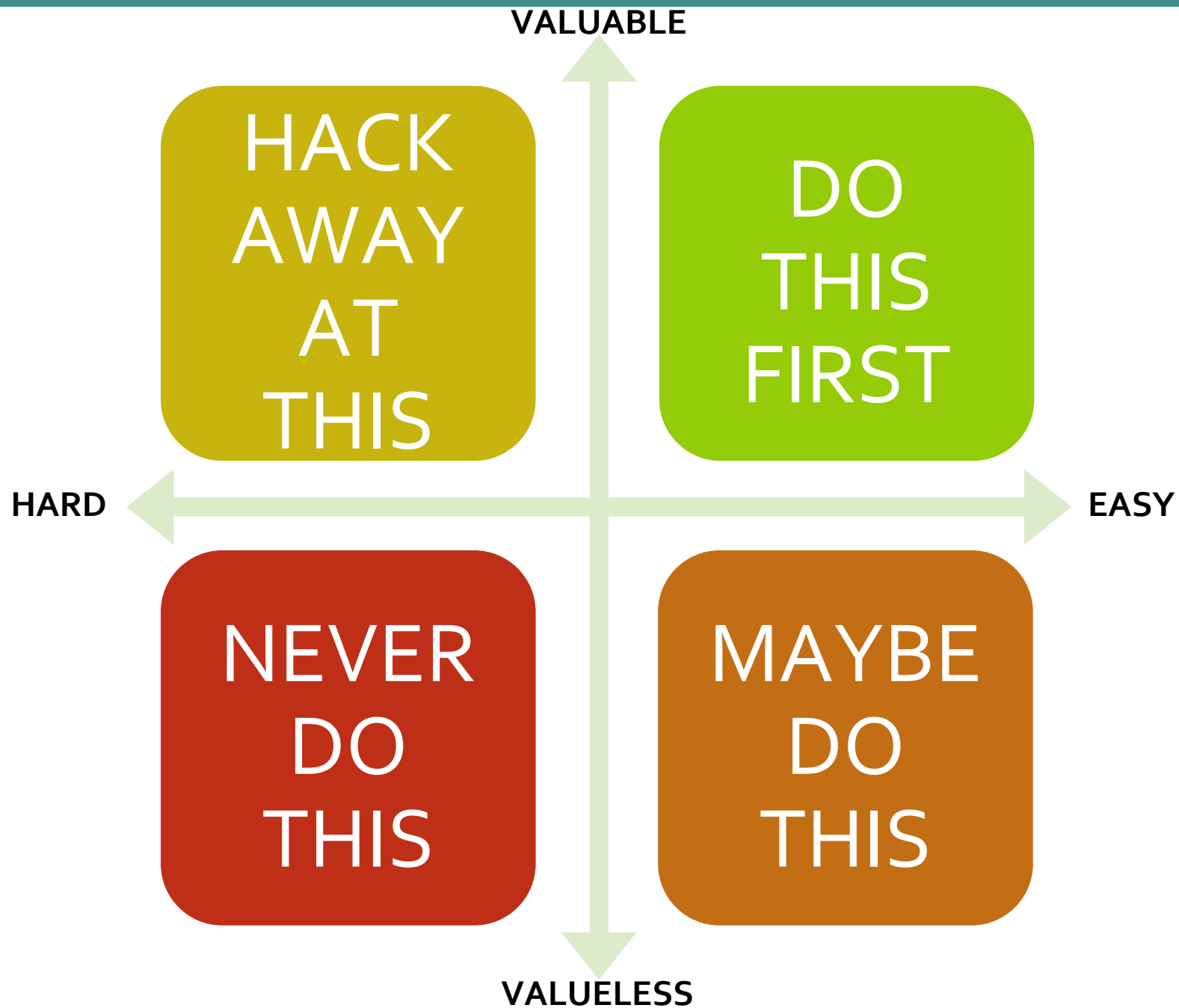


Outcome	Driver
We're Agile	People can make decisions and solve problems around here even if they aren't "in charge".
We're Collaborative	People can work with others from different departments without needing permission.
We're Innovative	Managers will back their employees up when they want to try a new way of doing something.
We're Transparent	The default is that information is public unless there is a good reason for keeping it private.
We're Inclusive	I can be my whole self while at work and don't have to pretend to be someone I'm not.

**1**

## **4) PRIORITIZE**

We cannot be all things to all people.



A construction worker wearing a white hard hat with the 'CH2MHILL' logo, safety glasses, and a high-visibility safety vest is writing in a notebook. He is standing in front of a building with white horizontal siding. The background shows a construction site with trees and a hillside.

# 5) BE THE GC

Create Stewardship, Collective Ownership, & Momentum





Use a proven methodology

Agile

Scrum

Six Sigma

Crystal

Prince2

~~Waterfall~~

# Agile/Scrum

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Create a collaborative stewardship for culture

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Allow them to dive deeper into the data, to analyze it, and understand its implications

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Create a working inventory of responses, actions, fixes

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↑ Prioritize, Plan, Execute

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Deliver, Review Results, Iterate

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Re-Prioritize, Plan, and Execute

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← Repeat



# 6) INSPECT

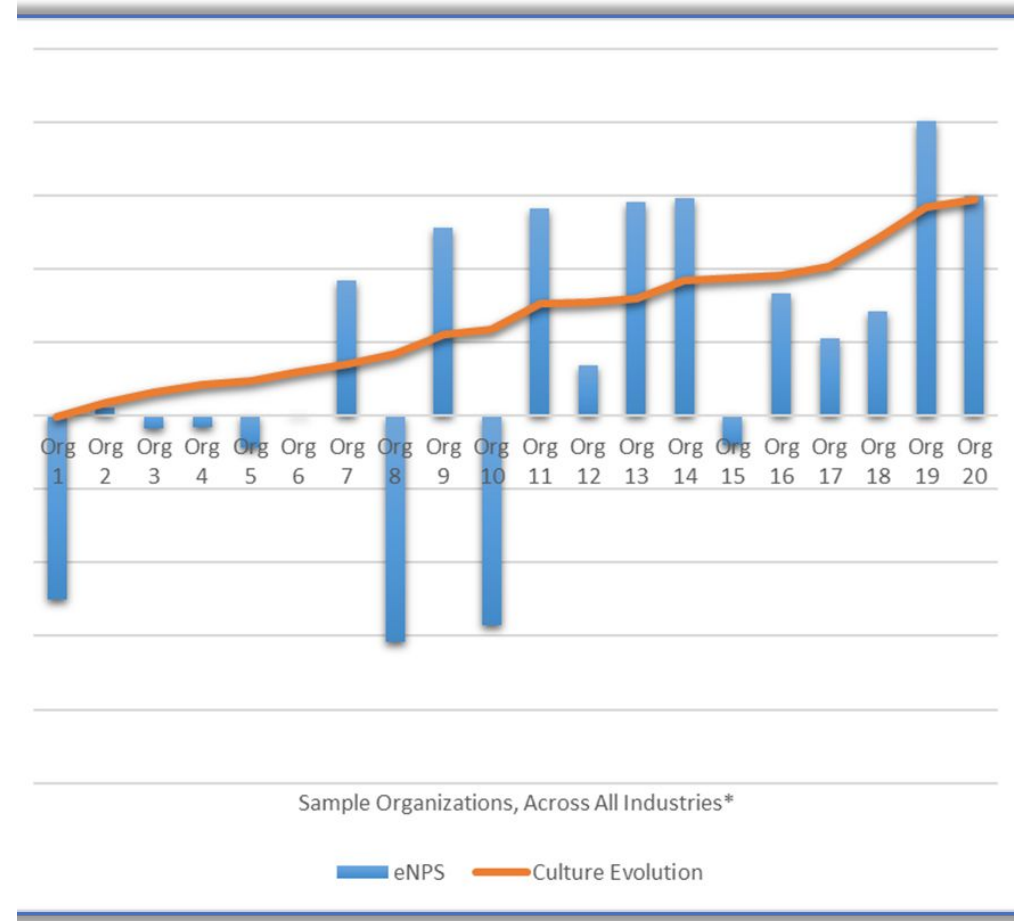
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Monitor the Impact & ROI



# Tangible ROI

- eNPS trend is measured and monitored through quarterly pulse surveys
- Based on 500,000+ data-points, when cultures (behaviors, actions) align with values and success drivers, Employee Net Promoter Scores (eNPS) increase convincingly.
- For every 1 point of increased culture alignment/evolution scale, eNPS scores can increase by as many as 20 points.



# Thoughts? Q&A?

1. Don't Wing It (Have a Plan)
2. Choose Form Over Function (What's Right For You)
3. Be a Surveyor (Get & Use Analytics)
4. Prioritize (High Value, High Ease, Hack)
5. Be the GC (Methodically Manage)
6. Inspect (Monitor Impact)



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Know your organization's  
**unique  
genetic  
code**

Map Your Workplace Genome™

