

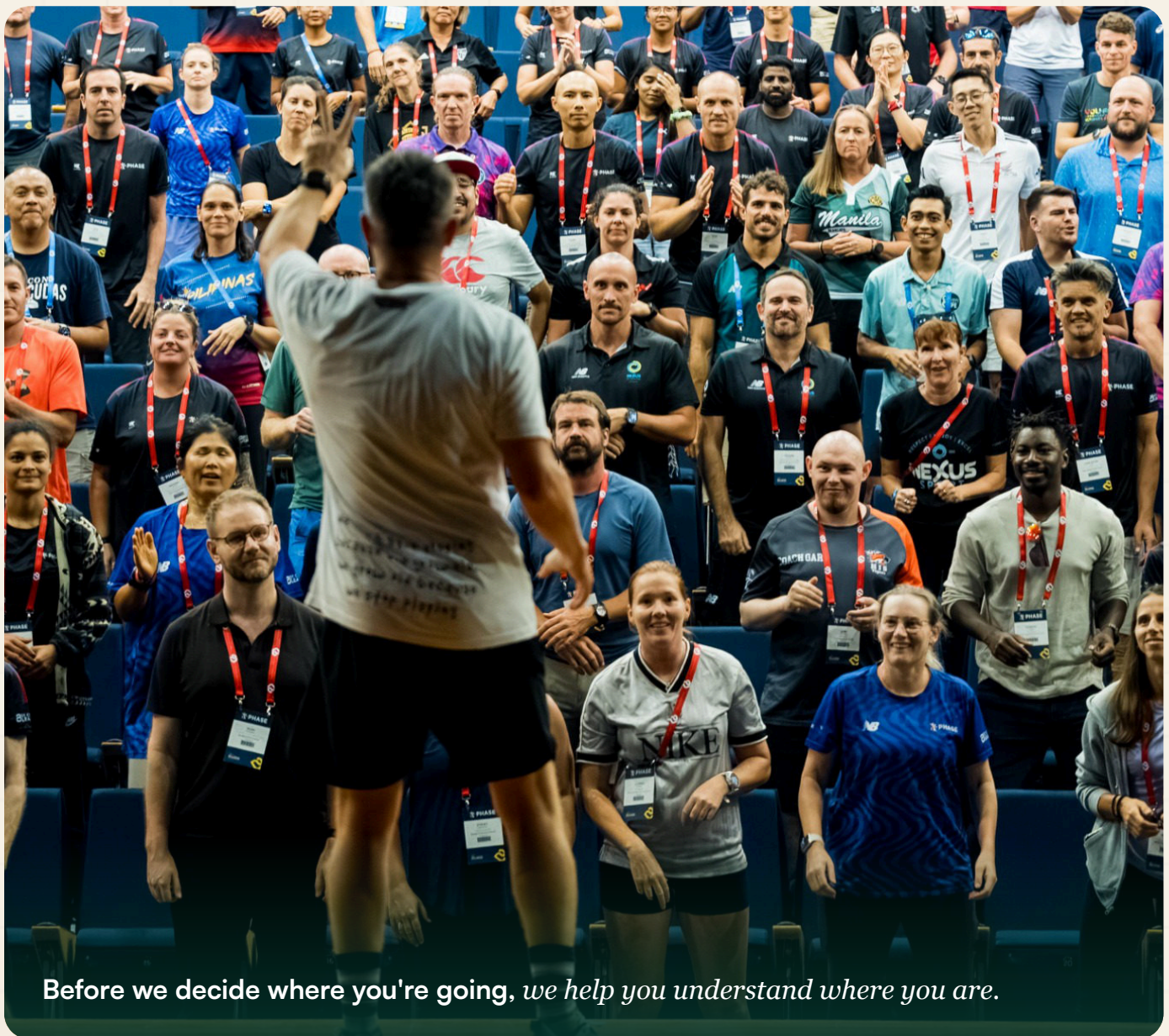
The Better Us Culture Journey



Better people. Better teams. Better cultures.

 BELONG • TRUST • CURIOSITY • ALIGN • OWN

Culture isn't what an organisation says it values. **Culture is what people repeatedly experience.** This is a practical, human and measurable journey designed to create meaningful change in the way people experience work and one another.



Before we decide where you're going, we help you understand where you are.

THE JOURNEY WE'RE ON

MOMENTS



BEHAVIOURS



HABITS



CULTURE



WHAT CULTURE ACTUALLY IS · WHY THIS WORKS

Culture isn't what an organisation says it values. *Culture is what people repeatedly experience.*

01 / WHERE IT LIVES Culture is experienced in the moments

● In meetings and in conversations.

● In the way leaders respond to mistakes.

● In whether people feel heard.

● In how teams collaborate.

● In what gets celebrated or challenged.

● In what is quietly accepted.

These moments become behaviours. Behaviours become habits. And habits shape culture. **The Better Us Culture Journey is a 12—18 month partnership** designed to help organisations understand, strengthen and intentionally shape those moments.

We combine insights, data, leadership development and highly engaging shared experiences with **simple, practical opportunities for people to put better behaviours into action.**

WHAT THIS ISN'T

- ✗ Another culture survey.
- ✗ A one-off workshop.
- ✗ A set of values destined for the wall.

WHAT THIS IS

A practical, human and measurable journey designed to create meaningful change in the way people experience work and one another.



02 / THE FRAMEWORK

The Better Us Culture Model

At the heart of the journey are **five conditions** we believe help people and teams thrive.



01 Belong

I feel known, valued and part of us.

Strong cultures create genuine connection. People feel included, recognised and valued for who they are and what they contribute.



02 Trust

I can be honest, vulnerable and speak up.

People feel able to share ideas, challenge thinking, ask for help, admit mistakes and have the conversations that matter.



03 Curiosity

We seek to understand before we assume.

Teams listen, ask better questions, explore different perspectives and remain open to new ways of thinking.



04 Align

We know what matters and move in the same direction.

People understand the purpose, priorities and expectations that connect their work and enable genuine collaboration.



05 Own

We take responsibility for the culture we create.

Culture belongs to everyone. People take responsibility for their actions, their impact and the experience they create for others.

These five conditions provide the framework. But **every organisation is different**. That's why every Better Us Culture Journey begins by listening.

Listen first.

PHASE

1

Understand Us

LISTEN. LEARN. UNDERSTAND.

Before we decide where you're going, we help you understand where you are.

Every journey begins with insights. We work with your organisation to understand how people are currently experiencing the culture: what's working, what people value, what may be getting in the way and where focused attention could create the greatest impact.

HOW WE LISTEN Three ways in

Culture Pulse

A concise 15-question pulse exploring people's experience across Belong, Trust, Curiosity, Align and Own.

Culture Conversations

We go beyond the numbers with people from across the organisation to hear the stories behind the data.

Leadership Lens

A dedicated view with senior leaders, exploring what they see, sense and need to understand better.

HOW WE ANALYSE Four lenses on what we hear

PROTECT

What is already strong?

EXPLORE

What deserves greater understanding?

SHIFT

What behaviours may be holding us back?

PRIORITISE

What matters most right now?



We go beyond the numbers to hear the stories behind them.

THE OUTPUT

Rather than overwhelming your organisation with recommendations, we identify the **3—5 behaviours with the greatest opportunity for impact**, bring them together in your **Culture Snapshot** and explore them with your leadership team in a facilitated **Insights Session**.

Because before culture can move, we need to know what matters now.

PHASE

2

Align Us

FOCUS. COMMIT. MOVE AS ONE.

Insights give us understanding. Now we turn understanding into direction.

Together, we define what a better version of us should look and feel like over the next 12—18 months. Importantly, Better Us doesn't arrive with a predetermined culture program. **Your data shapes your journey.**

THE COMMITMENTS

Clear, observable behaviours

Ask before we assume.

Curiosity ahead of conclusions, in every conversation.

Say what needs to be said.

Honest, respectful and in the room rather than after it.

Work across boundaries.

One organisation, not a set of separate teams.

Step towards problems.

Move early, together, rather than waiting for someone else.

These aren't new corporate values or slogans. They're **practical commitments about how we've agreed to show up for one another.**



EXISTING VALUES

Where your organisation already has established values, we don't replace them. We help bring them to life by translating **words into behaviours, and behaviours into experiences.**



Leaders make their own commitments, and together we create a customised **Better Us Culture Roadmap** for the journey ahead. We know where we're going. We know which behaviours matter.

Move as one.

3

Experience It

CONNECT. EXPERIENCE. REFLECT. ACTIVATE.

Culture isn't something people simply learn. It's something they experience.

This is where Better Us feels different. We bring your Culture Commitments to life through a high-energy, highly engaging **Better Us Culture Experience**.

Connect

Move

Play

Collaborate

Solve problems

Take risks

Listen

Laugh

And throughout those experiences, **real team behaviours become visible**. Our activities aren't used simply because they're fun. They become behavioural laboratories where people can safely experience and explore the way they communicate, collaborate, lead, listen, make decisions and respond when things don't go to plan.

OUR EXPERIENTIAL METHODOLOGY

EXPERIENCE

NOTICE

REFLECT

CONNECT

APPLY

- What happened?
- What did we notice?
- What helped us?
- What got in our way?
- Where does this show up at work?
- What could we do differently?

Culture Commitments stop being words on a page *and become something people can see, feel and practise together.*

EVERY PARTICIPANT LEAVES WITH

"What will people experience differently from me?" One behaviour. One action. One commitment.

Because the Culture Experience isn't the finish line. It's the beginning.

PHASE
4

Practise It

REPEAT. REINFORCE. TURN BEHAVIOURS INTO HABITS.

**A powerful experience can create a moment.
But culture isn't built in a moment. It's built
through what happens repeatedly afterwards.**

That's why the months following the Culture Experience are deliberately designed around **small moments, often.**

THE RHYTHM Five ways we keep it alive

Better Us Labs

Targeted, experiential sessions focused on the areas that matter most to your organisation.

Better Us Missions

One simple monthly action that turns a Culture Commitment into something people actually do.

Team Conversations

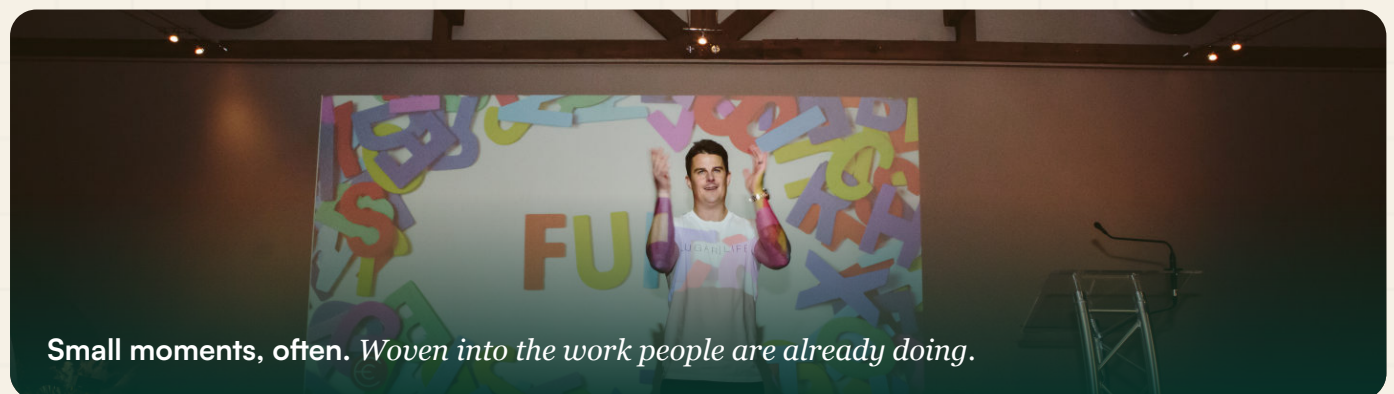
Short, practical conversations leaders can integrate into existing team meetings.

Better Us Nudges

Small prompts that keep key behaviours front of mind without adding unnecessary workload.

Better Us Moments

Recognising and celebrating Culture Commitments when people see them being lived.



THE INTENTION

Not another program employees have to complete. **It's to weave better behaviours into the work they're already doing**, integrating Culture Commitments into meetings, project kick-offs, recognition, onboarding, decision-making and performance conversations.

What we practise becomes how we operate. Eventually the goal is no longer **"remember to do the Better Us thing."**

"This is how we do things here."

PHASE
5

Lead It

MODEL IT. ENABLE IT. REINFORCE IT.

Culture belongs to everyone. But leaders have an amplified impact on what people experience.

What leaders notice, ignore, reward, challenge and role-model sends powerful signals about what really matters. That's why leadership development isn't separate from the Better Us Culture Journey. **It is culture work.**

THROUGHOUT THE JOURNEY, WE EXPLORE ONE CENTRAL QUESTION WITH LEADERS

"What are people experiencing because of the way I lead?"

FOUR CONNECTED LENSES **How we develop leaders**

Lead Yourself

Understand your impact and how you show up.

Lead Relationships

Create belonging, trust and the conditions for honest conversations.

Lead The Team

Invite perspective, create clarity and help people move as one.

Lead The Culture

Model what matters, reinforce desired behaviours and challenge what works against them.



HOW IT HAPPENS

Through **Better Us Leadership Summits**, behavioural commitments and ongoing reflection, leaders develop their ability to create the conditions for Belonging, Trust, Curiosity, Alignment and Ownership.

Leaders don't simply sponsor the culture journey from the sidelines. They actively lead it. Because if we want people to experience something different, leaders need to show up differently.

PHASE
6

Measure + Evolve

LISTEN AGAIN. LEARN. CELEBRATE. ADAPT.

Culture is never finished.

Throughout the journey we return to the **Better Us Culture Pulse** to understand whether people's experience is actually changing. We're not interested in measuring how many workshops were delivered, how many people attended or how many activities were completed.

WE RETURN TO THE QUESTION THAT MATTERS

Are people experiencing the culture differently?

- What has shifted?
- What has become stronger?
- What behaviours are becoming normal?
- Where are we still getting stuck?
- What should we be proud of?
- What needs our attention next?

We compare the data against the original baseline, revisit the priority behaviours and reconnect with the voices of your people through Culture Conversations. These insights are captured through the **Better Us Impact Snapshot**, giving leaders a concise and meaningful picture of progress.

THEN WE DECIDE What should be kept, tweaked, dropped or embedded

KEPT

It's working. Protect it.

TWEAKED

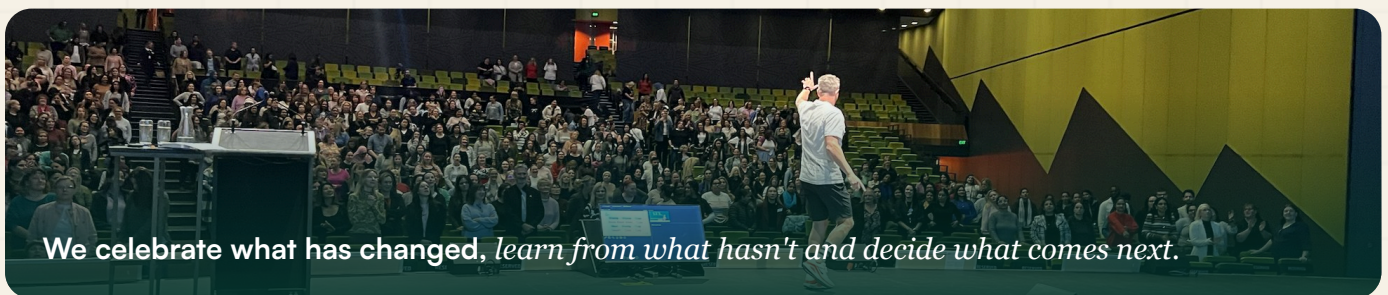
Close, with an adjustment.

DROPPED

Honest enough to stop.

EMBEDDED

Built into how we operate.



We celebrate what has changed, learn from what hasn't and decide what comes next.

BEYOND THE JOURNEY

The strongest behaviours and practices are integrated into your existing systems and rhythms so progress continues well beyond the formal journey. **The goal isn't permanent dependence on Better Us. It's a culture your people know how to keep building themselves.**

And then we ask: what does the next Better Us look like?

03 / THE ROADMAP

One journey. Built around your people.

No two organisations have exactly the same culture, so no two Better Us Culture Journeys should look exactly the same. **Your insights determine your priorities. Your priorities determine the behaviours.** The behaviours determine the experiences, leadership development and ongoing practice. And the data continues to inform what happens next.

1

Understand Us

LISTEN. LEARN. UNDERSTAND.

2

Align Us

FOCUS. COMMIT. MOVE AS ONE.

3

Experience It

CONNECT. EXPERIENCE. REFLECT. ACTIVATE.

4

Practise It

REPEAT. REINFORCE. TURN BEHAVIOURS INTO HABITS.

5

Lead It

MODEL IT. ENABLE IT. REINFORCE IT.

6

Measure + Evolve

LISTEN AGAIN. LEARN. CELEBRATE. ADAPT.

ONE SIMPLE BELIEF

Every interaction either strengthens or weakens the culture we're trying to create.

MOMENTS

— BEHAVIOURS —

HABITS

— CULTURE —

START THE JOURNEY

Build a Better Us.

We help organisations understand their interactions, intentionally shape them and create more of the moments that help people and teams thrive.

BETTER PEOPLE. BETTER TEAMS. BETTER CULTURES.