



LEADING
Culture

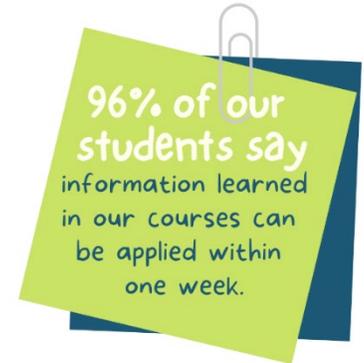
bring life and meaning
to 'what we do
and how we do it'



LEADING CULTURE CERTIFICATE

Program Description

Culture is described as the personality of an organization and answers “*how we do things around here*”. The challenge is that many organizations have a culture that is disjointed and chaotic. Great organizations have made the effort to build *a clear and healthy culture*. Further, they can *breathe life* into their culture with daily activities and purposeful communication.



Big Sky Way's Leading Culture Certificate Program is designed to provide the framework and practices to help your organization build a healthy and high performing culture.



Who is this program designed for?

LEADERS ★ WORK GROUPS ★ TEAM MEMBERS

Looking to:

- ★ Kickstart a cultural campaign
- ★ Overcome cultural dysfunction (siloeing, politicking, turf wars)
- ★ Develop a culture of cohesion and results
- ★ Onboard new employees for a healthy culture & team dynamic
- ★ Maximize their culture & interpersonal skills

Educational Delivery

Delivery is LIVE online for 7 sessions (14 hours).
2-days per week x 2 hours for 3.5 weeks.



PARTICIPANTS RECEIVE THE FOLLOWING:

- ★ **CERTIFICATE:** Upon successful completion, participants will receive a joint Workforce Development Certificate from Big Sky Way and Dawson Community College; A Montana University System.
- ★ **RESOURCE PLATFORM:** LIFETIME ACCESS to the Leading Culture resource platform, access to all content covered in class + MORE! Pre-recorded presentations, course manuals, scripts, and exercises.
- ★ **ASSESSMENTS:** DiSC® Workplace, 5 Behaviors Personal Report, and Fish! Self-Assessment.
- ★ **4 BONUS COURSES:** Wellness & Stress Management, Ideal Team Player, Employee Engagement and Employee Experience.

Our Signature Workforce Development Certificates are brought to you in partnership by:



PROGRAM SESSIONS + BONUS COURSES

Everything DiSC® Workplace for Communication & Emotional Intelligence

People come in different flavors - but not that many. Based off the work of theorist William Mouton Maston, the DiSC® profile is one of the most widely used personality-based assessments in the world. This 4-hour course is designed to provide participants with a deeper understanding of their personality traits and application for healthy EQ, communication, and teamwork. Topics include overview of DiSC® model, interpretation of personal and colleague tendencies, and strategies for effective communication with others.

5 Behaviors of a Cohesive Team® Personal Version

Today's top organization understand the importance of having highly cohesive teams, where all team members intentionally move in the same direction. This 4-hours course is designed to provide participants with a framework and actions steps for team cohesiveness. Topics in this course will include vulnerability-based trust, engagement in productive and constructive conflict, clarity and commitment to team decisions, accountability to those commitments, and collective drive towards organizational results.

FISH!® for Culture Leadership & Customer Service

Too many solutions for building a 21st century healthy culture are bogged down in overly complex models and are difficult to implement. This 4-hour course is designed to provide participants energetic, yet basic, practices that can help reinvent culture and customer service. Topics to this course will include an overview to the FISH!® Philosophy, along with the four practices; (1) choosing your attitude, (2) play, (3) being there, and (4) making other's day, followed by sections on 'who are you being' and 'it starts with you'.

Cultural Clarity Playbook

Great organizations have clarity in who they are as an organization, what they do, why they do it, how they do it, and what makes them unique. A lack of cultural clarity results in departments, work groups, and individual employees across the organization moving in different directions and working against one another. This 1-hour course is designed to provide a framework and instruction on how to build a 1-page Cultural Clarity Playbook. Topics in this course will include answering the 6 clarity questions (focus, purpose, values, strategic advantage, commitment, and future), as well as how to breathe cultural life into your organization.

★BONUS! Wellness & Stress Management

With global employee disengagement numbers remaining steady at 85% and job stress costing over \$300 Billion per year, old generation stress management strategies are out of date and new strategies are needed for today's complex work environment. This self-paced course is designed to provide participants with a holistic view of wellness. Topics to this course will include an introduction to stress, developing awareness, Gallup's 5 Essential Elements of Wellbeing, mindfulness, and introduction to HeartMath® tools and techniques. This course is intended for all company employees.

★BONUS! Ideal Team Player

Based on the work of author and business consultant, Patrick Lencioni, three clear virtues describe ideal team players - humble, hungry, smart. This self-paced online course is designed to provide participants with the awareness and practical resources to become more cognizant of what virtues they bring to the table. Topics in this course will include overview of the three virtues, and description of team players that lack these important virtues and how they lead to dysfunctional teams.

★BONUS! Employee Engagement for Team Members

Top performing organizations understand that employee engagement is the force that drives business outcomes. With correlates to productivity, profitability, customer satisfaction, theft, retention, and safety, employee engagement is one of the most crucial topics for businesses to understand. This self-paced online course is designed to show employees how to interpret Gallup's 12 drivers of engagement, and insights on how they can take ownership of their personal psychological needs at work.

★BONUS! Employee Experience Templates

As a result of the 'Great Resignation', organizations are becoming more aware of the employee experience. They are transitioning into more human centric organizations with a future oriented focus on the 'Great Reimagination'. This self-paced online course is designed to show managers and employees a framework for creating an Employee Experience Guidebook. Topics in this course will include multiple employee experience sections: Our Organization, This is Me, My Supervisor, My Team, My Performance, and My Growth & Development. **BONUS:** 'Onboarding Hints & Suggestions' is included for managers.

Instructor

Dr. Eaton holds advanced degrees in business, psychology, and education leadership, and undergraduate degrees in business, psychology, and psychotherapy. Growing up on a large corporate farm and ranch gave Dr. Eaton a running start on all things small business management. After leaving, he has spent most of his career working in, or with, small and medium sized businesses. Inspired by his background in agriculture, Dr. Eaton finds great joy in weaving Big Sky principles into the complexities of the 21st century organization.



Dr. Chance Eaton

WE KNOW YOU ARE BUSY!

We now offer a “LITE” version of our Leading Culture Certificate. This course provides a quick and easy low-cost way to receive the skills you need right now in a shorter amount of time!

Culture is often described as the personality of an organization and explains ‘how we do things around here.’ The Leading Culture program provides research-based strategies and skills for how to best work together, build team cohesion, and develop clarity in who we are and what we do. Our goal is to kick-start positive culture in your workplace so you can activate team engagement, passion, and execution. Sign up for our Full Certificate course or check out the LITE version for a quick and easy low-cost way to obtain the skills you need! You can always upgrade to the Full course if desired.

LEADING CULTURE CERTIFICATE

	LITE	FULL
Everything DiSC Workplace for Communication & EQ	✓	✓
5 Behaviors of a Cohesive Team	✓	✓
Fish! For Culture Leadership & Customer Service	✗	✓
Developing a Team Culture Playbook for Clarity & Purpose	✗	✓
Lifetime Access to the Leading Culture Resource Platform + ALL Bonuses valued at over \$1,500!	✗	✓
COST	\$ 4 9 7 8 Hours	\$ 9 9 7 14 Hours + ALL BONUSES* \$1,500 value

DiSC + 5 B's profiles alone are valued at \$200!

*Bonuses listed on Pg. 3.

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