



10 STEPS TO BUILD A CULTURE OF GOOD

STEP 1 – FIND YOUR CAUSE INTRODUCE THE LEADERSHIP TEAM TO A CULTURE OF GOOD

Step 1 of “Find Your Cause” focuses on introducing a Culture of Good and Finding Your Cause to the Leadership Team (i.e., the Executive Level within your company). It is marked with individual discussions between the CEO, Sponsor, and Leadership Team to prepare them for the Find Your Cause Workshop

STEP 2 – FIND YOUR CAUSE COMPLETE THE FIND YOUR CAUSE WORKSHOP WITH THE LEADERSHIP TEAM

Step 2 of “Find Your Cause” continues the introduction of a Culture of Good and Finding Your Cause to the Leadership Team in a more formal manner. The primary milestone of this step is completing the Find Your Cause Workshop, and any follow-ups from that session.

STEP 3 – FIND YOUR CAUSE GET BUY-IN FROM KEY STAKEHOLDERS FOR THE CAUSE AND CULTURE OF GOOD

Step 3 of “Find Your Cause” focuses on introducing a Culture of Good and the company’s Cause to the stakeholders in your organization. Depending on your organization and its stakeholders, you may have various milestones throughout this phase.

STEP 4 – FIND YOUR CAUSE FORM TEAMS TO BUILD A CULTURE OF GOOD IN YOUR ORGANIZATION

Step 4 of “Find Your Cause” focuses on forming support teams for the Culture of Good effort. Once these teams are formed, they and the Leadership Team (including the CEO) will go through the Five Promises workshop.

STEP 5 – FIND YOUR CAUSE INTRODUCE THE FIVE PROMISES TO THE LEADERSHIP AND SUPPORT TEAMS

Step 5 of “Find Your Cause” will involve the CEO, Leadership Team, Sponsor, and all teams going through the Five Promises workshop.

STEP 6 – FIND YOUR CAUSE PLAN AND PREPARE FOR THE ORGANIZATION’S FIRST “BIG GOOD” EVENT

Step 6 of Find Your Cause focuses on working with the Support Teams (Events and Storytelling, specifically) to plan and work towards the company’s first “Big Good” event. During this step, you should work with your Foundation (if you have established one) to align their actions and participation with the organization’s vision of “doing good.”

STEP 7 – FIND YOUR CAUSE LAUNCH THE BIG GOOD EVENT AND SHIFT FOCUS TO THE FIVE PROMISES ROLL-OUT

At this point, you should be making final preparations to launch your first “Big Good” event. There are several resources available for you and your Support Team to finalize planning and launch the event.

STEP 8 – FIVE PROMISES PLAN THE ORGANIZATION-WIDE ROLL-OUT OF THE FIVE PROMISES

Since the Leadership and Support Teams have previously gone through the Five Promises workshop, Step 8 is intended to prime the organization and other teams (i.e., Facilitation and Storytelling Teams) to deliver the organization-wide rollout. Ultimate success of the Five Promises phase means that all employees and managers in your organization complete the Five Promises workshop, so that you can begin taking actions to build and sustain your Culture of Good.

STEP 9 – FIVE PROMISES COMPLETE THE ORGANIZATION-WIDE ROLL-OUT OF THE FIVE PROMISES WORKSHOP

This step discusses the full-launch and rollout of the Five Promises workshop to managers and employees. At this point, there are very few actions you’ll need to take as prior planning should have set your Support Teams down the right path to complete this.

STEP 10 – FIVE PROMISES SUSTAINING YOUR CULTURE OF GOOD

While the majority of your planning is now complete, the next phase is arguably more significant: *sustaining* this effort and creating an enduring Culture of Good. This is not a time-bound phase, so the information below is a general guide for actions and considerations as you continue on this journey.