

The UK's leading  
transformational  
change agency



Summer 23  
Services Catalogue

# Transforming how we lead how we work how we live

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If you are shopping for long-term, transformational success, this – our first services catalogue – has what you need.

Here you will find services that can help you to identify, design and create projects that bring your strategy to life, drive a positive organisational culture and inspire colleague, customer and citizen behaviour change. All delivered with powerful and persuasive communications and brands.

These services have been refined and honed in collaboration with our clients to help you get off to a fast, efficient and cost-effective start. We hope you find what you need inside. And if you still have questions, get in touch. We'd love to chat.

A handwritten signature in black ink, reading 'John Drummond'.

**John Drummond,**  
Chair, Corporate Culture Group  
[john.drummond@corporateculture.co.uk](mailto:john.drummond@corporateculture.co.uk)

Because you need to bring your

# strategy to life

80%

Four fifths of leaders feel their company is good at crafting strategy but only 44% at its implementation



## Definition and visualisation:

**Framing your journey, sharing your story, living your purpose**

1

### Define or refine your purpose, vision and mission

Here's something that every business leader needs – clarity of the organisation's purpose, preferred future and mission. You provide the direction. We provide counsel, facilitation and help with framing. If you need to renew it, we can do it.

2

### Create a compelling narrative

Every Board and executive team probably needs a compelling narrative that articulates your organisational story and onward journey in a way that employees, shareholders, suppliers and customers can experience and sign up to. If you want one of these, let's chat.

3

### Visualise your strategy

We often find people like to have their strategy visualised. There's something powerful about a strong visual that helps communicate direction and priorities – it helps people recall the strategy and then act to make it happen. Perhaps you can already visualise it, on your walls, your laptops, meeting rooms and annual reports...

4

### Share your strategy

Your strategy's been refreshed. But that's just the start. Now you need to figure out who needs to know and how. From colleagues to customers to stakeholder groups – we can help you pin down your key audiences, channels and engagement strategy. By the way, for all our services, we can help you put a comprehensive brief together so you get what you want when you want it.

5

### Bring your purpose to life

So, you've got a purpose. That's honestly great (not everyone has). But have you got a plan to bring it to life, to weave authentic stories around it, to embed it within and beyond the business, to track progress, or to agree programmes of action? This offer is for purpose-driven organisations who need to take that essential next step.



## Inspiration and imagination: Unlocking your full potential for today and tomorrow

### 6 Create a culture of innovation

There are only two ways of bringing strategy to life – activation and innovation. And yet studies suggest half of people in the workplace are undiscovered innovators. If you believe that everyone in your organisation can be an innovator (and you should), know that it won't happen by accident. We can help you unlock the creative potential of all your people.

### 7 Tune into the future

During this era of uncertainty, businesses are being battered by turbulent forces; whether trends in public policy, extreme weather, colleague and customer trust, regulation, technology, health and wellbeing, or the impacts of international conflict. We have the latest insight that can help you make sense of the signals, shape your strategy and planning, and turn risks into opportunities.

### 9 Power up the S in your ESG strategy

The S is often the weakest link in ESG. And yet, the social element is key to unlocking many organisational benefits. It's about harnessing human connection – at work, among customers, with influencers, and in communities. So, if you want to turn our inherent social nature from something that's about passive ESG reporting into something that's vibrant, alive and strategic, we can help.

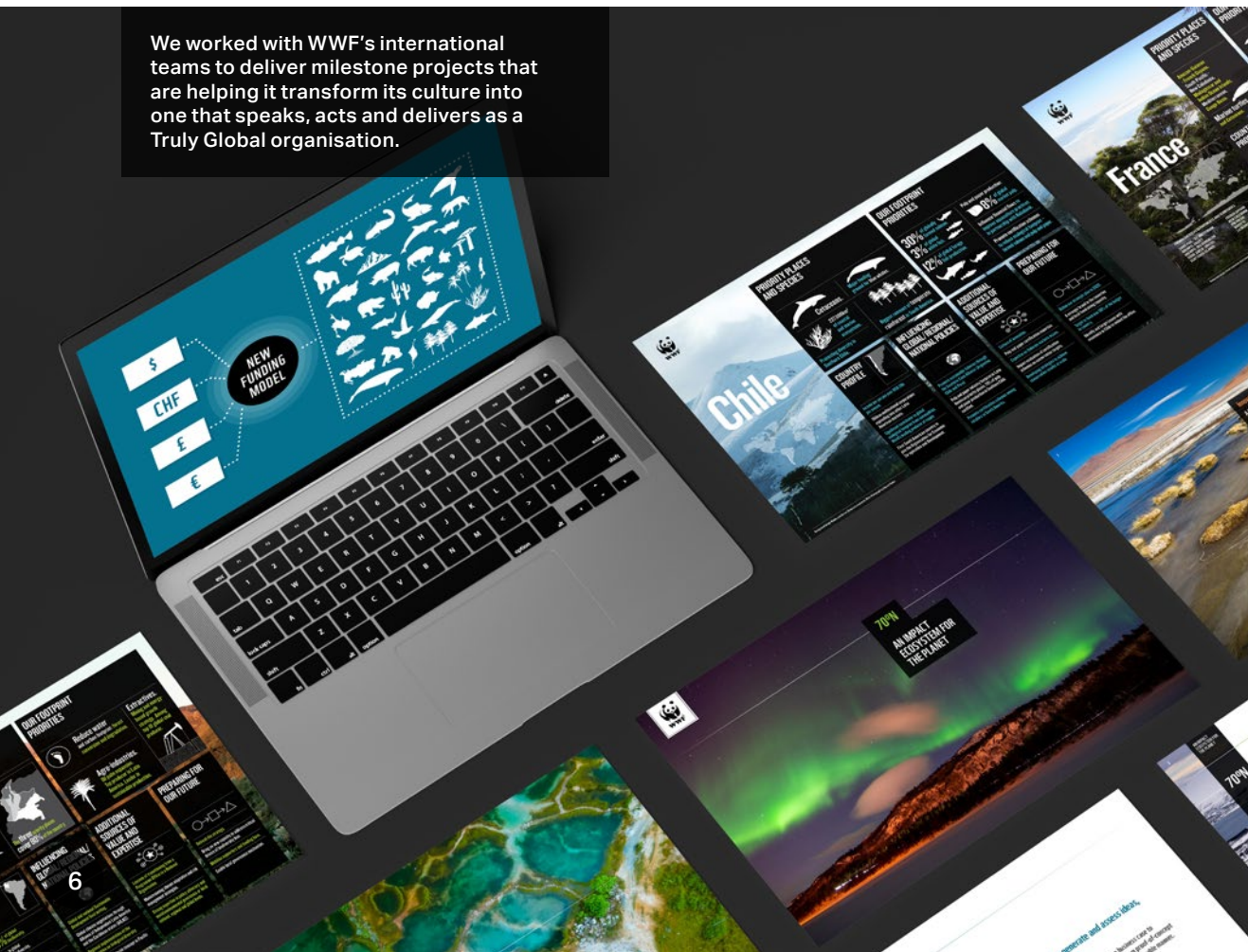
### 8 Future-proof scenario-planning

How about fast-tracking your future-proof planning? We have 11 hacks that can help you make sense of the future in a way that is bespoke to you. From how to tap into external context, to how to tell stories, to how to define your organisation's probable, plausible and preferred futures.

### 10 Communicate climate in a way that people get

How can you share your commitment to climate change in a way that cuts through and leads to action? How do you avoid the clichés that lead to a loss of trust? And what are the principles that help you touch the lives of people in a way that is authentic and relevant for you? We can help you find the framing.

We worked with WWF's international teams to deliver milestone projects that are helping it transform its culture into one that speaks, acts and delivers as a Truly Global organisation.



**We can help...**  
To arrange a chat about bringing your strategy to life

Call Elaine on 0845 607 0000 or email [elaine.smith@corporateculture.co.uk](mailto:elaine.smith@corporateculture.co.uk)



Because you want a

# great culture

400%

Employees who connect with their organisational culture are 4x as likely to be engaged at work



## People and values:

A culture that empowers your people and powers your business

11

### Become more human

This is likely to be the most sought-after service in 2023. A human organisation understands its people's needs, perspectives and motivations. It distributes power, and creates opportunities for colleagues to connect and collaborate. This breaks down silos, spreads ideas, improves innovation and boosts satisfaction and retention. We can show you how.

12

### Define your values and beliefs

Most values are the same for every organisation. How can that be? If you are looking for help in defining or refining your values in a way that captures what you believe about your organisation and your markets, look no further.

13

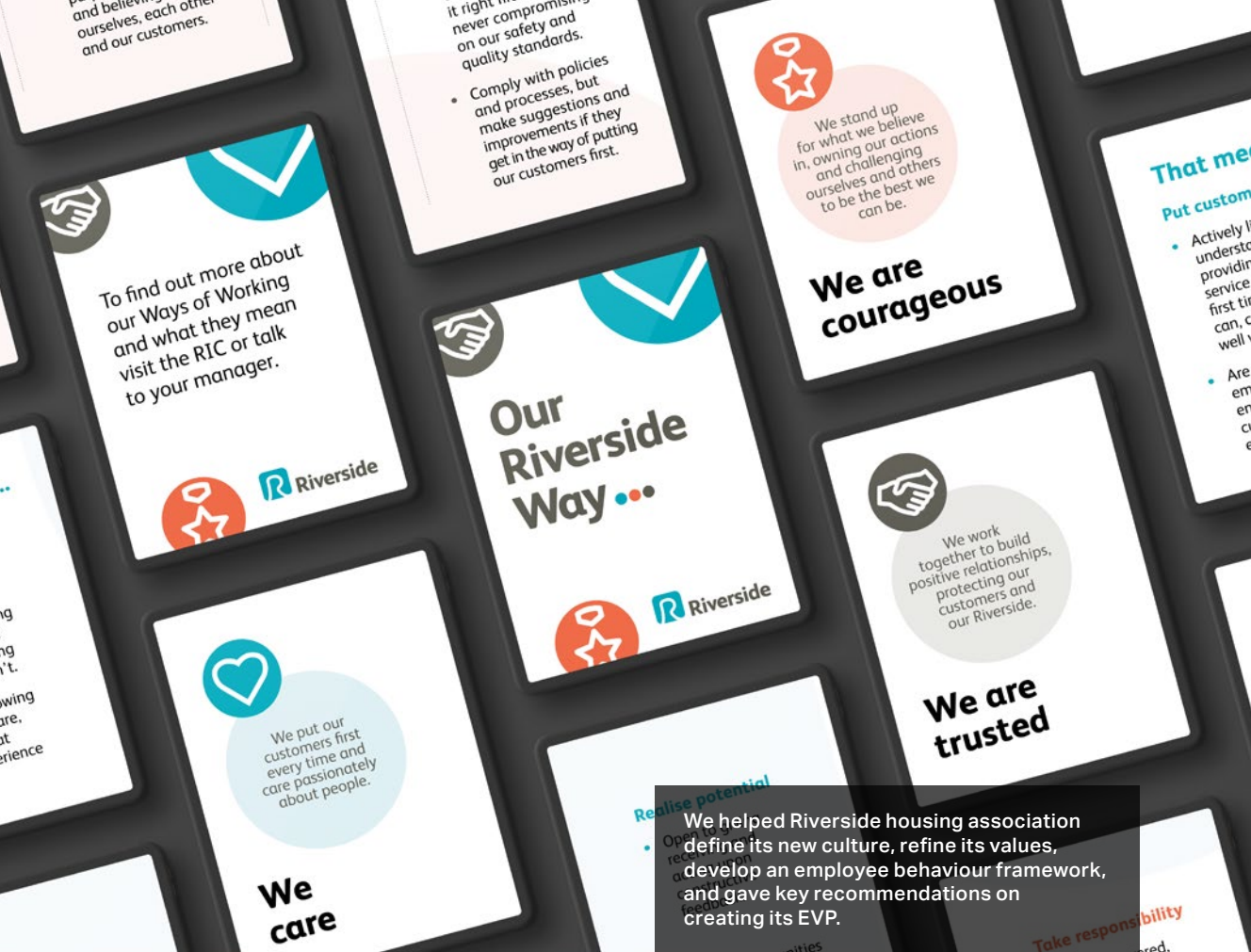
### Articulate desired employee behaviours

You want your values to be actionable and to guide behavioural choices. We can help by creating an employee behavioural framework that clearly and persuasively sets everyone's expectations and empowers your people to bring your preferred culture to life.

14

### Define and implement your EVP

Are you happy with your employee value proposition (the promise you make to current and potential employees)? How does it relate to the employee experience? What's the process to define your EVP in a way that aligns to your strategy, your brand and your employee expectations? How do you bring it to life? This is a hot topic, and we can help you find the answers.



15

## Culture change design and road-mapping

You need a tailored culture change programme, and a plan for its implementation. Maybe the market has changed? Maybe you've merged with another business? Maybe there's a new leadership team? Whatever the reason, look no further. We do this day in, day out, helping the world's leading brands get from where they are now to where they want to be.

16

## Culture diagnostic/employee research

Sometimes you really need to get your fingers on the pulse of your current culture. We can help you get a clearer picture of your employees' experience with audience research, insight and diagnostics based on the latest behavioural science.



## Effective communication: Giving you and your employees an authentic, unified voice

17

### Internal communications audit

When was the last time you gave your employee communications a thorough review? We can help you analyse your current approach, check it against best practice and refresh it so that it gets the attention and cut-through you need.

18

### Internal communications

Great communications unite employees behind strategic goals, build relationships and trust, smooth organisational change, manage reputation, and inspire positive action. We can help you create more conversations with your people on issues that matter to them, in an authentic, human way that supports your organisation's brand and culture.

19

### Storytelling programme

Storytelling is one of the most significant tools to achieve real change. Stories are extraordinarily powerful. They tap into deep emotions. They are memorable and shareable. They reframe issues. Everyone needs storytelling platforms. We can build yours.

**"Working with Corporate Culture was a great experience from beginning to end. The project met all of my expectations 'a thousand times over', and is one of our key successes, not just of the year, but even three years on."**

Shaun Davis, Group Health & Safety Director, Biffa





For Unilever we created a global employee engagement campaign to help employees share and adopt simple, practical changes to daily activities that would free up valuable time, effort and resource.

"We were delighted with the multi-phased campaign that Corporate Culture devised and ran for us. It was a tough brief for them to hit the right mix and they achieved it perfectly with a dose of humour and clarity of message."

Nick Hughes, Director of Marketing and Communications, SEGRO



## Experience and engagement: Ensuring you always take your people with you on the journey

### 20 Employee engagement and experience

An empowering working experience and collaborative engagement can enable your people to thrive and make positive impacts. We can help you identify the actions and interventions that can optimise engagement and experience throughout the employee lifecycle.

### 21 Colleague listening programme

Your employees need a real voice, which goes beyond a routine employee survey. It's about how you listen and act on what you hear; how you make it easy for them to tell their stories; how you bring the employee experience to life through words, images and video; how you give them influence; and how you debate stuff that doesn't have an easy answer.



**We can help...**  
To have a chat about creating a positive, inspiring culture

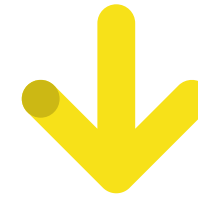
Call Elaine on 0845 607 0000 or email [elaine.smith@corporateculture.co.uk](mailto:elaine.smith@corporateculture.co.uk)

Because you need people to

# change behaviours

375%

The Recycle Now campaign we created with WRAP contributed to an almost four-fold increase in UK recycling rates



Programmes and initiatives: **Helping your audiences achieve positive, lasting behaviour change**

## 22 Employee behaviour change

Sometimes you just need to change the behaviour of employees linked to a specific challenge. Perennially popular behaviour-change programmes include: improving employee safety in the workplace; empowering employee innovation; and inspiring employees around organisational purpose. There are plenty more of course, let's talk about which you need.

## 23 Sustainable transport programmes

More clients are asking us how to persuade people to swap the car for more sustainable forms of transport, like the bus or train, or hopping on a bike, or even walking. If you need to encourage such positive behaviour change, we can help you on the journey.

## 24 Help people improve their health

This has probably been our most popular service over the last two decades. We've run hundreds of change programmes on improving heart health, cutting the risk of cancers and diabetes, increasing participation in sport, reducing the risk of STDs, and maintaining Covid-safe behaviours. Ask us for details.



25

## Climate change behavioural programmes

We're accomplished climate change programme designers. For nearly 20 years we've been creating and delivering behaviour-change programmes that lead to huge regional and national impacts: increasing recycling, reducing food waste, saving water, reducing pollution or changing how we travel. How can we help?

26

## Help communities adapt to climate change

Unfortunately, a growing necessity in the years to come. As we're hit by extreme weather events harder and more often, and with emergency services only able to stretch so far, communities will increasingly need the skills, the will and the resources to respond. We can help you understand the context and engage your communities.

"I have worked with many agencies and can say that this has been the best experience I have had in terms of service and quality of delivery. What has stood out has been the added value we have received from working with a talented team who not only delivered what was asked of them but also anticipated other opportunities to enhance the end product."

Carole Hill, Head of Communications, Liverpool CCG



We helped Essex County Council create the behaviourally-optimised Stop. Swap. GO! campaign to encourage people to swap the car for more sustainable and active modes of travel like cycling, walking and the bus.





## Tools and insights: Tried and tested to make the complex stuff a lot easier

### 27 Barrier and motivation diagnosis

Did you know there are over 190 biases and 90 motivators that persuade people to act? How can you identify the right barriers to remove and the right motivators to tap into? We know them all inside and out. Let's find the ones that will work best for you.

### 28 Behaviour-change skill development

Maybe you want to build your in-house team or learn new skills? Our academy courses can help you expand and strengthen your capabilities.

### 29 User journey mapping

If you think about it, every user experience is a process. Which means it has a timeline, and you can plot what happens when. What are the barriers that slow down the user journey or the accelerators that speed it up? Whether it's CX, UX, EX (or any other X), we help you chart the best route forward.

### 30 Intervention and strategy design and delivery

Exactly what actions should you take to influence behaviours and in what order? What are the big strategies you should use (like research, communications, new product design or influencing public policy) and what interventions do you need (the exact points in space and time where you touch the lives of others)? Our experience and expertise will help you find the optimal solution.

### 31 Research and impact measurement

Achieving lasting change can cost time and money. So, before you go too far, you should really make sure you have the evidence to inform your actions and to track your impact. Our expertise in research and measurement can help you spend wisely.

"We particularly value Corporate Culture's ability to think and deliver at both a local and national level, which ensures campaigns have impact and scalability. Their expertise at each stage – from initial research and strategic development, through concept development, to campaign planning delivery and implementation – provides efficiency and reassurance, even when working to tight deadlines."

Abigail Brown, Head of Health Marketing, Cancer Research UK



**We can help...**  
To have a chat about  
behaviour change amongst  
your internal or external  
audiences

Call Elaine on 0845 607 0000 or email  
[elaine.smith@corporateculture.co.uk](mailto:elaine.smith@corporateculture.co.uk)

# Because you need cutting-edge communications and branding

60%

Our Keep it Clear campaign for Anglian Water helped to cut sewer blockages by nearly 60%

"The benefit of working with Corporate Culture is their ability to shape the 'big picture', and then come up with great creative ideas and pragmatic campaign plans that enable that to become reality."

Mark Pendlington,  
Group Director of Corporate  
Affairs, Anglian Water



**Design and creative:**  
Words and images  
with the power to  
inspire and persuade

## 32 Brand and campaign identity design

Our brilliant creatives generate campaign brands that inspire and persuade, and – in the case of the ubiquitous recycling loop – appear in every home in the land. If you want an organisational brand or internal/external campaign identity that's not only memorable but leads to cut-through and action, we can help you make your mark.

## 33 Behaviourally-informed writing and design

With our deep understanding of how to create behaviourally-optimised content that works with (not against) human decision-making, we can help find the right words and images to increase your chances of communications success. Our work has helped millions of people to change their behaviour.

## 34 A family of communications

Sometimes families can get a bit complicated; one thing follows another, and before you know it your communications don't look and feel like they all come from the same organisation any more. Imagine a family of communications all linked by coherent logic and strikingly good looks. We can help make it happen.

## 35 Use stories to bring your strategy to life

Authentic stories – brought to life by employees for employees, and by customers for customers – are 100% guaranteed to be more powerful and persuasive than the claims you make in your annual report.





## Networks, causes and communities: Giving a meaningful voice to all of your stakeholders

### 36 Strategic community engagement

Why leave your community programmes to gather dust? We can help you bring them right up to date and align them to your purpose, your goals and your priorities.

### 37 Cause-related marketing

A big thing back in the 2000s, we've reinvented cause-related marketing for the 2020s. Link your marketing to a cause that employees and customers care about to increase trust and loyalty. Do well by doing good.

### 38 Forums to tap into expert opinion

We can help you set up, recruit for and run forums that draw on expert opinion to achieve (almost) any change you care to mention.

### 39 Customer participation

Are your customers passive recipients of your products and services, or are they active participants in your business? We believe there are four ways of increasing customer participation. Ask us what they are and how we can help you to implement them.

### 40 Stakeholder communications and engagement strategies

The bread and butter of every organisation. And yet how easy it is to forget to keep people informed or engaged in the conversation. We can help you ensure communications keep flowing.



**We can help...**  
**To have a chat about inspiring brands and communications**

Call Elaine on 0845 607 0000 or email [elaine.smith@corporateculture.co.uk](mailto:elaine.smith@corporateculture.co.uk)

# Fixed price services

Sometimes you want the simplicity of a piece of work being done for a set budget. So, here are a few things we know we can package up to help you crack a thorny issue:

## Ideation workshops

£7,500

Want to explore the possibilities? We can prepare for, run and share the results of an ideation workshop for you and your team.

## Solution design workshops

£7,500

You have a specific preferred solution, but how do you bring it to life? Our solution design workshop can help.

## Behavioural sprint workshops

£7,500

Want your customers or colleagues to really tune in to what you're saying? Try one of our dynamic sprint workshops. It will help you identify the behavioural framing and touchpoints that can take your engagement to the next level.

## Defining your brief

£3,500

You know something needs to be done, but you're struggling to pin down the brief. Let us shape it for you. That includes a fact-finding session, reading core materials and drafting a tightly tailored, written brief.

## A friend indeed

£1,500

Sometimes all you need is a critical friend. Someone to bounce things off. A source of experience and knowledge that can help make sense of the situation. Tap into three one-hour consultations (or a half day).



## We can help...

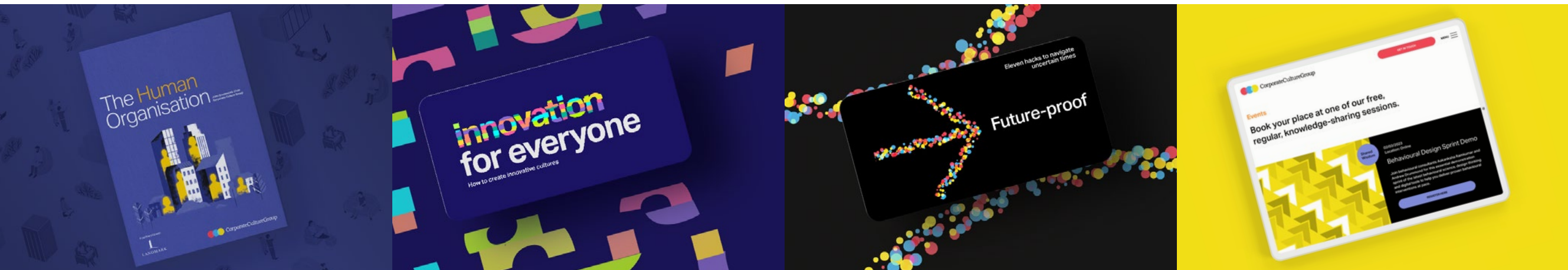
To learn more about these services, or discuss anything else in this catalogue

Call Elaine on 0845 607 0000 or email [elaine.smith@corporateculture.co.uk](mailto:elaine.smith@corporateculture.co.uk)

All figures exclude VAT or direct expenses

# Free resources

Get our latest thought-leadership articles on behaviour change, organisational culture and sustainable strategy, and download our free insight-led reports at [www.corporateculture.co.uk](http://www.corporateculture.co.uk)



## The Human Organisation

Work isn't working; current business models do not reflect these transitional times or our individual or social natures. There is now an opportunity to reinvent the workplace as the Human Organisation. This groundbreaking report introduces a new paradigm that is set to be the biggest change in organisational culture in a century.

Download it [here](#).

## Innovation for Everyone

Innovation is for everyone. It's for every colleague on every project, in every function of every organisation. Everywhere. This insightful report – part two of the Human Organisation series – helps organisations understand the factors that shape innovation, and the steps they can take to create more innovative cultures.

Download it [here](#).

## Future-Proof: Eleven hacks to navigate uncertain times

How can organisations and governments best respond to the challenge of global public health emergencies, economic instability, geopolitical turmoil, and the climate crisis? This report provides essential support for organisations seeking to understand these complex external factors and define their preferred future.

Download it [here](#).

## Inspiring events

Every month, we also run a range of discovery and roundtable events to share new insights and best practice on bringing strategy to life, creating shared cultures and inspiring positive behavioural change.

See our [current events](#).





CorporateCultureGroup

strategy

innovation

campaigns

behaviour  
change

participation

storytelling

## Solving your big strategic, cultural and behavioural challenges

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values