“5 for 5” Culture Acceleration Strategy
Momentum Playbook
What steps will you take...

- ...to accelerate the culture shift you’ve begun?
- ...to advance the momentum of the investment you’ve made in your culture and in your people?
- ...to leverage your culture as a sustainable competitive advantage?

Whether one chooses to focus on company culture or not, it always exists. Culture is not static; Culture is how people operate, interact, lead, and influence in every moment. It is in each decision, and every action. **There is no finish line.**

**The Difference Your Choice Makes**

When you make the choice to leverage Verus Global programs to support your business strategy, you’ve increased the longevity and sustainability of your culture and business results. It doesn’t happen on its own. Luck, chance, or happenstance won’t improve results. Sustaining a high performing culture that drives the organization forward requires thoughtful, planned and disciplined effort.

**Leadership’s actions must demonstrate that talent, culture, and leadership are “as important as any other business objective.”**
5 for 5 Strategies (5 proven practices for 5 years)

You’ve brought your teams, culture, and organization this far. Following are five (5) simple strategies to practice consistently over five (5) years to assure sustainability and longterm impact in your investment.

You don’t have to use all of the ideas or do them in any particular order. You might even devise new approaches (and we’d love to hear about them if you do). What’s important is that you use the ideas that are an authentic fit for your people and organization to create a stronger sustainable culture (vs. “doing” tools for the sake of tools).

As you leverage these strategies, keep in mind these foundational principles that are essential to successful sustainability:

- Senior Leadership Modeling and Support
- People Want to be Great
- Degrees of Strength Approach

To your ever greater success!
5 for 5 Strategies

Strategy #1:
Integrate Verus Global® Tools into Standing Work Processes and Meetings

1) **Define a quantitative measurement** to assess the effectiveness of your culture (i.e. productivity score, engagement score, relationship with manager score).

2) **Identify existing momentum and models of success** within the business and specifically within the culture, and replicate.

3) **Ensure** you have culture “Points of Contact” who share best practices across teams, and if applicable, across regions in the business. Include high potentials and thought leaders.

4) Intentionally embed use of Verus Global® tools into meetings to **support effective behaviors and alignment on business objectives**. For example, begin all meetings with a well-crafted, relevant Meeting Opener. Use Meeting Enhancers. End meetings with a Meeting Closer.

5) **In the onboarding process**, incorporate a few key resources on culture. Share why the ‘whole person’ and culture is important to the organization. Examples: Provide new hires with a copy of The 10 Greatest Gifts I Give my Children and/or the Stomp the Elephant in the Office book. Pair them with a Pathways to Leadership® Graduate mentor. Refer to Strategy #4 below for specific Verus Global resources to support.

6) **Assess and evolve internal systems** to reinforce the Best Ever approach and create seamless integration with behavior and culture expectations:
   - Talent recruitment practices
   - On-boarding processes
   - Talent assessment and development plans
   - Elective learning options
   - Work and project assignments
   - Mentoring/Coaching and feedback processes
   - Meetings and organization events such as town hall meetings
   - Reward and recognition processes
Strategy #2: 
Senior Leadership Modeling and Support

1) **Create a monthly President/Senior Leader communication** with messages reinforcing your culture, what the key behaviors and mindsets are, and why they are so important. Rotate communications across your leaders.

2) Ensure company communications **integrate why your culture is so important** to the business objectives and needs.

3) **Intentionally and actively focus on culture** and integrate/model the Verus Global® tools in meetings led by the Senior Team.

4) **Engage employees** with Forward Focus Questions. Tap into their motivation regarding why the culture is important to them, and why.

5) **Spotlight great examples** of your culture. If you have an online community (such as an internal social community), use this medium to convey messages. Highlight people in the company newsletter and on message boards.

Strategy #3: 
Sustain Ongoing POIS Team Meetings

1) **Support POIS teams meeting regularly** (i.e. ideally monthly at a minimum). POIS Teams serve to:
   a. Build relationships
   b. Build competency and use of tools
   c. Build an individual’s courage to model the tools and be a leader of your culture

2) **Have POIS team members shadow each other in meetings** and provide direct, relevant feedback. An option is to videotape meetings and review with an Accountability Partner from the Pathways to Leadership® Program.

3) **Use the Momentum Accelerator resource** to extend ongoing POIS Team Meetings infinitely.
Strategy #4:
Leverage Verus Global Resources

1) Visit our Knowledge Center at verusglobal.com to leverage videos, articles, books and resources to support your leaders and organization with sustainability.
2) Subscribe to our Leadership Post and strategically share relevant posts with your teams, leaders and specific groups or employee levels within your organization.
3) Use the new ONE Team book and leverage the 52 Activation Points in team meetings.
4) Explore how The 10 Greatest Gifts I Give My Children and study guide could be leveraged to support the culture and the community.
5) Show Verus Global VGTV videos in meetings and use them as discussion starters regarding your culture.

Strategy #5:
Activate Your Leaders Every 12-18 Months

1) Host quarterly Best Ever meetings (self-facilitated) where successes and best practices are shared for using the tools and concepts to reach your culture and business objectives. (Similar to Grand POIS℠ Meetings, but on a site-wide or org-wide scale.)
2) Graduate Advancement Programs (facilitated by Verus Global)
3) Alignment, Communication and Trust (A.C.T.) in Partnership Programs for the Leadership team (facilitated by Verus Global)
4) Business Kickoff Meetings (self-facilitated or facilitated by Verus Global)
5) Pathways to Leadership® Programs for new hires in the business (facilitated by Verus Global)

Read on for additional resources to support your organization.
Activate Your “One Team” Potential
with 10 Minute Discussions framed by 52 Activation Points

Most organizations score poorly in equipping employees to work together and deliver on their collective potential, despite the fact that teamwork is more important in the 21st century than it ever was before. From over 63,000 hours observing leaders and teams in more than 30 companies located in 20 countries, Ross and Paccione identify how even well-intentioned leaders sabotage their own best efforts at developing high-performing teams – and what they must do differently to succeed.

THE PROMISE: Regardless of your position, or whether your team operates in person or virtually, during the first 10 minutes of your next meeting, you can start, transform, and accelerate productive teamwork. The proven, sophisticated, and practical method in ONE Team equips you to activate the brilliant potential your team possesses. WHAT WILL YOU DO WITH YOUR NEXT 10 MINUTES? START – AND MOVE THE WORLD.

Launch Stomp Groups
with Pathways to Leadership® participants as resources and/or Coordinators

About the book: This is a wake-up call to leaders everywhere. In this innovative book, authors Vannoy and Ross challenge assumptions about leadership and business in today’s world. Stomp The Elephant in the Office presents actionable tools that equip leaders to get more done and be excited about work again. Vannoy & Ross explore people and culture and demonstrate that learning to cultivate them directly affects performance, productivity and ultimately the bottom line. This book reveals and approach and actionable tools to transform ideas into action.

Launch Degrees of Strength Groups
using the Team Acceleration Guide

Improve Performance. Increase Responsibility and Accountability. Build Agile, Capable Teams. Realize the Greatness in People. Be More Inspired. How much do you think it costs to install an office culture that renews and perpetuates itself? (And in a way that creates inspired lives?) Degrees of Strength – The Innovative Technique to Accelerate Greatness shows you how. Short enough to read in one plane ride, your team will be inspired to solve the problems that have slowed success, even those tenacious ones that have plagued your team or family for years: A regional VP’s needs to find a way to turn her team’s performance around and what follows is the struggle of change as her team fights to implement the new technique. In the end, they win more than they could have imagined.
Launch 10 Greatest Gifts Groups
using The 10 Greatest Gifts I Give my Children Study Guide

The best-selling book offers fabulous solutions to many parenting and relationship questions. It includes astonishingly simple and effective methods of developing priceless qualities and principles in children. These concepts are being used in homes, classrooms and board rooms across the country because they are based on proven leadership methods that build individuals versus tearing them down. The 10 Greatest Gifts I Give my Children (Simon & Schuster) was written by Verus Global founder Steven Vannoy, and published in 1994. Still in print, the later book has sold over a half-million copies worldwide and has been translated into numerous languages.

Verus Global Website and in the Knowledge Center Resources

www.verusglobal.com

SAMPLE VIDEO: Culture Eats Strategy for Lunch (5:42): Verus Global CEO, Craig Ross on the importance of culture’s role in an organization’s results. How much of the time are we aware of culture? How often do we effectively develop the capability to enhance culture? What’s the impact of culture on every day interactions? What do you call it? http://www.verusglobal.com/wp/?p=2351

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