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HALTINGWINTER



# Company Culture Program

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# Company Culture Program

At its core, your corporate culture is the personality and heartbeat of your company. It's the collective values, behaviors, and shared vision that dictate 'how things are done around here.' More important than 'how,' it clearly articulates the 'why.' Businesses with positive corporate cultures enjoy increased employee engagement, lower turnover rates, and often outperform their competitors.

If your company is struggling to create and sustain a flourishing culture, you're not alone. The impacts of the pandemic and the current recession have created new challenges that leaders must meet with fresh ideas, clear communication, and a compelling mission.

HaltingWinter is here to help you, your leadership team, and your employees navigate these waters and create a tailwind of momentum that helps you surpass your expectations and lead you to successes you weren't even imagining.

[www.haltingwinter.com](http://www.haltingwinter.com)

## THE PROBLEM

Company leaders are reporting higher levels of stress, lower morale, and these cracks and fissures are not just impacting them professionally but personally in every aspect.

The pandemic has made remote work a new reality that has brought significant challenges to leadership and culture while the current recession has brought about new obstacles, both externally with continued growth but also internally with company morale.

Leaders often feel more like firefighters putting out blazing infernos and less like a leader casting vision and creating strategies to reach new levels of success.

## VISION

Our aim is to help you create a flourishing company culture. What does that mean?

It's a company where burnout and quiet-quitting are non-existent. It's a place where employees show up excited to do their part to accomplish a mission that brings good to the world and increase to your bottomline.

## MISSION

Over the course of a year, we will help your leadership team become more self-aware, more insightful of the various types of people they lead, how to communicate and inspire greatness, and how to foster a culture where turnover is low and company morale is soaring.

# The Company Culture Program

HaltingWinter comes alongside you and your leadership team to help you burst out of a dormant hibernation and into spring, planting the seeds of a thriving culture and inspiring mission so you can enjoy the sun of summer while moving toward a plentiful harvest.



## IT STARTS HERE

It starts with self-awareness. Most people are unable to articulate what would be a meaningful way to show adequate appreciation. Similarly, they don't know what would actually motivate or inspire them to greatness.

Leaders must know this about themselves but even more so, they must know the various personality types and generational differences that will help them lead with far more effectiveness.

# 70%

70% of employees surveyed said their morale would improve massively if their managers or bosses showed better appreciation.

# Time Line

Our Company Culture Program is 12 months long and has four distinctive parts. Over the course of the year we work directly with the CEO, executive leadership team, company leaders, and all employees through one-on-one sessions, workshops, and keynote events.

1

The first part of our Company Culture Program focuses on the primary leader and the executive leadership team. We use specific assessments and training to create deep self-awareness and cross-understanding of one another that helps create empathy and bridges for clear and effective communication.

2

The second part of our program dives deeper into effective communication, between leaders and throughout the organization. The first half of the program coalesces with the creation of a clear mission for the entire company to row toward in the year ahead.

3

The third part of our program focuses on the employees as we invite their participation into the creation of a thriving and flourishing company culture. Their buy-in creates a company where everyone is seen, heard, known, and valued.

4

The fourth and final part of the program takes us off the runaway and into the air where HaltingWinter steps to the side as only a support and watches the CEO, their executive team, and their leaders and employees take the reigns of their culture and mission, taking it to new heights to fly farther and faster than ever before.

# Start Your Transformation Now!

Here are the three, simple steps to start your culture transformation today:

- #1 - Schedule a Company & Culture Assessment Call
- #2 - We will create a Company Culture Program Proposal
- #3 - Confirm Your Participation and Start the Journey of Transformation

## Book Your Call Here:

[www.haltingwinter.com/culture](http://www.haltingwinter.com/culture)

### START NOW!

Right now, rate your company culture on a scale of 1-10. If it's below an 8 you are losing. You're losing momentum, growth, and probably your best and brightest people to companies that are at an 8 and above.

But thoughts won't change your culture. Only action will. Don't be like the many companies who think about change but never press into the discomfort to make it happen.

# 92%

92% of people who set goals never actually achieve them according to research from the University of Scranton.