

People & Culture:

Learn how to drive business performance by unleashing your workforce potential



PROUD
CONSULTING

PEOPLE • PURPOSE • PERFORMANCE



Moving from TEAM to WORKFORCE

If your organisation is growing, with a repeatable and scalable business model, the team you started with will be developing into the workforce you need for growth.

There's a tipping point in this change process that knocks many small businesses off balance as they grapple to get the HR infrastructure they need in place - don't fall at the first 'people hurdle'.



Invest in your people to see tangible results on your bottom-line

You have probably heard it before...

- People are no longer just 'resources'. They are investors of valuable time and effort into your business.
- Your strongest competitive advantage is the ability to attract and retain the right people.

But what you may not realise is...

You **DO NOT** need an extraordinary amount of time and resources to accelerate your business growth. **You just need the right people strategy.**





The People Challenge

If you have an ambitious plan to grow your business, you'll undoubtedly face these common challenges:

- How to recruit and retain the right people to create a diverse and adaptable workforce
- How to create an engaging culture which encourages both collaboration and high-performance
- How to support people's personal and career development goals
- How to delegate more so that you can step away from the day-to-day to focus on strategy and managing your stakeholders

Here's how you can tackle all of the above and more...

Align your people strategy to the business objectives

Once you grow to 10+ people, you'll need a people strategy which goes beyond the HR 'foundations'- such as payroll or HR policies.

Your people strategy provides you with a comprehensive framework for hiring, onboarding, and managing employees which directly contributes to your long-term business goals so that you can:



Identify and recruit the right people into your business



Retain and develop the talent you need for the future



Engage people to inspire better performance outcomes



So how do you create alignment between your people strategy and the overall strategic objectives of your business?

Translate your business priorities into clear requirements for your workforce by answering some critical questions, such as:

1. **Where is my business heading in the next 3-5 years, and what skills and talent do I need to achieve that?**
2. **What type of business culture do I want? And why?**
3. **What does high-performance look like for us?**
4. **What development opportunities can we offer?**

Build a comprehensive people strategy

Build your people strategy by articulating what the business needs at **every point in the employee lifecycle**. The below are examples only- you need these to be specific for your business' vision and strategy.

1. ATTRACT

- Utilise your vision & values to attract people that are a good 'cultural fit'.
- Recruit against a capability framework to ensure you are sourcing the talent you need.

2. ONBOARD

- Provide people with the right tools and training to be effective straight away.
- Offer people appropriate peer support to facilitate cultural integration.

6. TRANSITION

- Act upon feedback and develop inclusion programmes to retain the talent you need.
- Create alumni networks to benefit from continued relationships with employees that move on.



3. MANAGE

- Review performance regularly and set clear goals and expectations for your people.
- Create an appraisal process that works, where feedback is well received and useful.

5. DEVELOP

- Understand people's individual career and growth aspirations to provide meaningful development opportunities.
- Succession planning is key – develop capabilities with the future in mind.

4. REWARD

- Provide an attractive employee benefits package.
- Offer non-monetary incentives – feedback and recognition are powerful tools at your disposal.

Adopt the habits of successful business leaders...

The success of your people strategy will also depend on the behaviours and actions of you as the business leader...



Empower your 'A-team'

It can be hard to relinquish control and trust others to get stuff done, but you NEED to give your team the opportunity to step up and demonstrate what they are capable off. This will benefit both their personal development and the business, giving you more time to focus on the future.



Create a sense of purpose & connection

Communicate a compelling vision for your business, and help your people understand the role they play in delivering it. Adopt a regular cadence of leadership-led communications to maintain employee engagement and build a strong sense of community.



Encourage leadership at all levels

Create an ethos which encourages leadership at all levels of your business, empowering people to make decisions and take ownership. Role model the behaviours you expect to see in others- as a leader, you need to be aware of your impact and influence and use it for good!



Keep the pulse on culture

To sustain performance and remain true to the characteristics and values at the core of your business, you should continuously work to understand, protect, and nurture your culture.



The Culture Challenge

Now that you've got your people strategy in place, how do you continue to...

- Drive accountability and ownership across the business?
- Encourage proactive thinking and creativity?
- Help employees connect their day-to-day to the business vision and strategy?
- Adapt to and respond to unforeseen changes?
- Encourage respect, diversity and inclusion?
- Drive performance in the long-term?

The answer lies in culture!

Why does culture matter?

Company culture:

The manifestation of values, beliefs, experiences, and behaviours in your organisation.

Culture is the **#1 differentiator of business performance**. It:



Differentiates you amongst your competitors



Directly impacts how your people perform



Supports the long-term success of your business

Culture and strategy go hand in hand

Strategy describes how you will achieve your business goals, clarifying the direction of travel and prescribing how key decisions will be made.

By keeping your culture and your people and strategic objectives aligned, you will be able to out-perform your competitors and remain agile to change.



The 3 positions test: Keeping the pulse on culture

The success of your people strategy will also depend on the behaviours and actions of you as the business leader...

1

Observe

Observing the daily interactions between people and the stories they share can help you build a picture of the visible aspects of culture. For example:

- How do managers tend to talk to team members?
- How do meetings generally run in your business?
- What do people seem to value, and what sometimes gets overlooked?
- What do people talk about most? What do they tend to complain about?

2

Ask

Supplement your observations with a cultural survey to gather input from across all levels of your organisation, and to give people the opportunity to speak up anonymously. Our culture change tool, WayFinder, can help you obtain an objective and comprehensive measurement of culture...keep reading to find out how.

3

Compare

Finally, ensure you've considered what your existing data call tell you. Some notable data points to examine include:

- Sickness, absenteeism, and turnover rates
- Exit interview findings
- Performance and promotion trends
- Customer complaints

Setting the right cultural ethos through leaders

Leaders have the greatest impact on culture. They act as behavioural role models, setting the tone for what is acceptable, and what isn't. If leaders in your business fail to consistently uphold your business purpose and values, disengagement will follow.

Successful leaders are not micromanagers!

Leaders who:

- Trust employees to make decisions
- Encourage a sense of ownership and accountability
- Foster respect and inclusion
- Recognise employee contributions
- Promote collaboration

... can set the tone for an empowering culture, which encourages high performance, leaves employees feeling valued, and supports the business with adapting to change.



Seeing the result of your culture and people efforts



Once you've understood your current culture, it will be easier to...

- Connect your business vision and values to your people's sense of purpose
- Support people with personal and career development opportunities
- Define what good performance looks like and celebrate achievements
- Encourage collaboration and knowledge-sharing

... this will ensure you have the necessary elements for a high performance culture that delivers your business outcomes through:

- Greater engagement, satisfaction and discretionary effort among employees
- Better understanding of innovation opportunities that ensure long-term stability and growth
- An outstanding external reputation amongst prospective clients and future talent



How can Proud Consulting help?



We bring a true understanding of your vision, purpose, and culture

Generic people solutions aren't easier or cheaper. They cost more in the long run since they don't reflect your business and are not working for you as real enablers of your vision.

We will work with you to create a people strategy that:



Supports your growth agenda



Drives purpose and productivity



Identifies your people's needs and ensures they feel confident about what they contribute



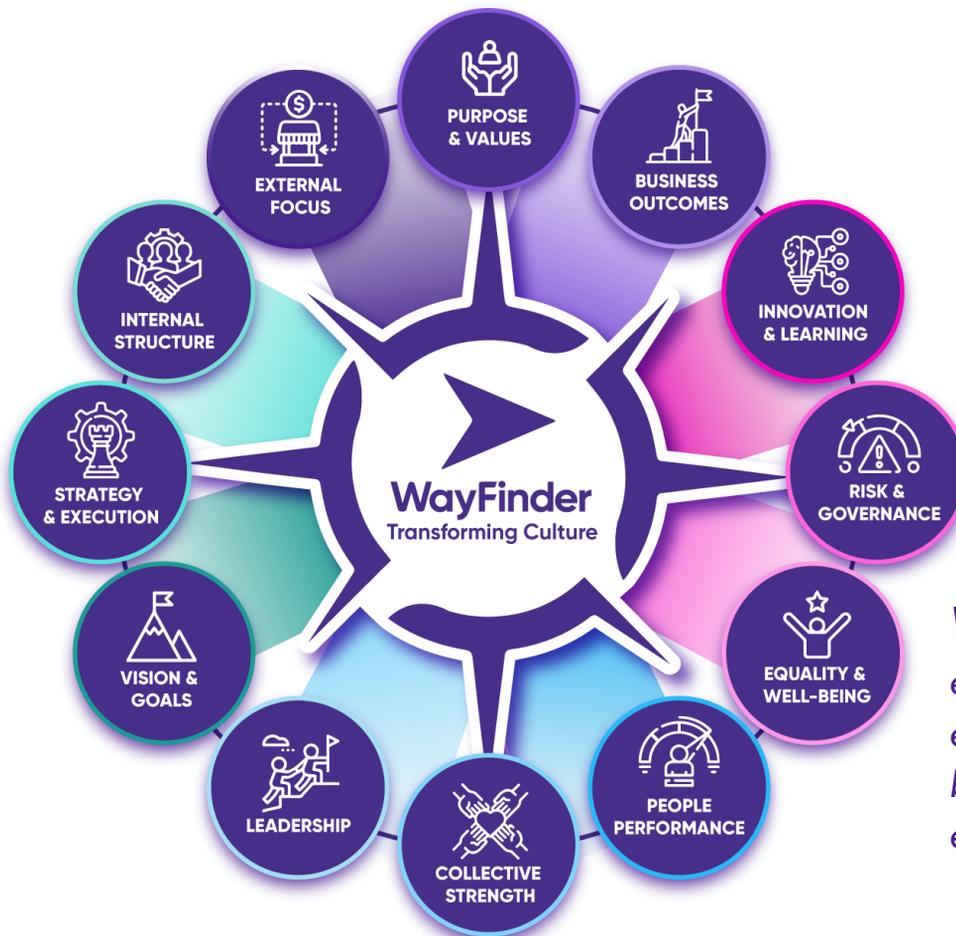
Protects your company culture and retains the right talent to grow and outperform your competitors



WayFinder

Transforming Culture

WayFinder, our culture assessment and transformation methodology, keeps your people feeling connected, happy, and motivated.



WayFinder examines the essential building blocks of culture in every business.

With **WayFinder** we can help you:



Gain in-depth understanding of strengths and development areas to accelerate culture change



Build real connection between your business outcomes and your people's sense of purpose



Overcome resistance from employees and drive greater engagement in taking the business forward



I found the whole WayFinder process invigorating, and have been able to see real value in carrying out the exercise, as the findings delivered multiple strategies around how to grow my business.

I would highly recommend the WayFinder approach to busy business owners.

Thank you Vic & team!

Elle Moss – CEO & Founder, Drew London



Real business growth occurs when
people, purpose and performance
are in sync...



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Take the first step – get in touch to find out how we can support you in creating the culture and people strategy you need to achieve your business aspirations!