



# Shaping Culture Journey

Insert Your Business / Team Here

**Opportunity Presented:**

(valid for 60 days)

**Proposal Number**

123456

Creating Edge - Profitable Opportunities:

1. Team Transformation
2. Step change People skills across the team
3. Performance Skills to eliminate time & cost waste

# We Transform Teams.



## Helping Leaders & HR.

Progressive culture transformation for small-medium size enterprises.

Specific support for leaders with technical backgrounds.

Signature program – ‘Shaping Culture Journey’ tailored for you.

Tailored experience that works with your team’s unique style.

We work to the team’s schedule for optimum engagement.

Deepen the leader/team relationship to shape team culture & direction.

Build your team & organisation attractiveness.

Build your reputation as a progressive leader & employer.

Be a sought-after employer in your industry.

**Create your own team transformation.**





# About Shane Emms



25+ years corporate experience.  
Global, regional & country teams.  
Australia, EAME, Asia & Americas.  
\$5m to \$100m to US\$12bn.  
Leading cultural change.  
Teams of 8 up to indirectly 2000

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# Shaping Culture Journey



## We make teams better.

- Supporting HR & leaders for team transformation.
- Proven process for team success.
- Enhanced team culture.
- Purpose driven, unified direction
- Tailored solutions to meet your needs.

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## Supporting you directly.

**Done for you** – Consultancy support through the whole process.

**Done by you** – Hybrid online learning opportunities.

**Mentorship** – Ongoing support to ensure success post program.

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## Making it easy for leaders.

- Flexibility in implementation.
- Process tailored to your specific leadership / HR needs.
- Shared responsibility for outcomes.
- Attracting & retaining talent.
- Integrated generational learning.
- Bringing teams together.



# We Transform Teams



## Proven Process - 100% Adaptable



- Team Culture Re-Shaping & Re-Energising
- National / Regional & Global Product Launches
- Scientific Breakthrough – National & Global
- \$550m supply capacity expansion across 20 sites



- Deepening Customer Partnerships
- National Attitude Turnaround on Portfolio
- National Team Galvanization – Unified Direction
- International Supply Chain Responsiveness



- Global Portfolio Alignment – Americas & Europe
- Generic Management Strategy - Americas
- Regional Strategy Alignment across 13 countries
- Employee Value Proposition in Technical Industries



- Best Kept Secrets on the Great Barrier Reef
- Planning & Forecasting international alignment
- Portfolio expansion in new markets
- 66% business growth in 3 years



- Business integrations – Internally & Externally
- Global S&OP process alignment – 80 countries
- Re-imaging of Teams & Functions globally
- Distribution Network re-alignments

# We Transform Teams



## Proven Award-Winning Results



- Global Awards
- International Team Awards in Supply Chain Twice
- Portfolio transformation recognition
- Scientific acknowledgements



- Regional Awards
- Country elevation throughout Asia Pacific
- Portfolio Technology Expansion



- National Awards
- Government recognition
- Nationals Sales Awards



- Local Awards
- Chamber of Commerce Business of the Year
- New Business of the Year



# Shaping Culture Journey



## Proven Process – Pt. 1



1. Set Ground Rules
  - Establish Modus Operandi with leader
2. Pre-Journey Alignment
  - Agree roadmap with leadership
  - Finalise Shaping Culture Journey Plans



3. On-Board the Leadership Team
  - Team agreement on the direction
4. Current State Assessment

- Analyse the current situation
- Team strengths



5. Data Review
  - Break down key areas of focus
6. Agree Shaping Culture Journey Direction

- Use data to plan next steps
- Select Journey team & potential candidates



7. Introduce the Shaping Culture Journey to Team
  - Communicate with broader team the plan

8. Visualise the Future State
  - What could brilliant look like



9. Team Vision & Purpose
  - Galvanise the team in a common direction
10. Team Culture You Want
  - Agree & design the ideal culture the team wants

# Shaping Culture Journey



## Proven Process – Pt. 2



1. Team Values
  - What values with the team live by



2. From Visualising to Areas of Focus
  - Aggregate the areas of focus
  - Establish & agree core areas of focus



3. Establish the Journey Team
  - Assign leader roles to core areas of focus



4. Establish the Pillars
  - Finalise content in pillars
  - Expand activities in pillars



5. People Pillar is Key
  - Team culture across the board

6. Deepen Pillar Content
  - Expand the content for each of the pillars

7. Accountability Framework
  - Process of keeping pillar progress accountable

8. Operationalising Direction
  - Enablers & resources for all activities
  - Journey timeframe & measurement points

9. Communication Platform
  - Progress updates & link to the Journey
  - Daily visuals & staff access

10. Leadership Review
  - Reflecting on progress & items to change



# Potential Culture Deliverables 1.



## Current Situation

- Employee Engagement
- Team Culture Assessment
- Performance Skill Levels
- Business Case for Change
- Managing Low Performance

## Team Environment

- Team Location / Setup
- Team Atmosphere
- Team Performance
- Technology Available
- Visual Boards



## Vision, Purpose & Values

- Establish Team Vision / Purpose
- Establish Team Values / Ethics
- Goals & Objectives for Team / Individuals
- Leadership Model
- Leaders Role

# Potential Culture Deliverables 2.



## Results & Delivery

- Financial Objectives & Delivery
- Map/Pathway for Journey
- KPI's for Tracking Progress
- Accountability for Leaders & Teams

## Daily Activities

- Priorities Aligned to Direction
- Managing Performance
- Communication Platforms
- Stress Management / Resilience



## Team

- People No.1 Asset
- Collaboration – Teamwork – Connection
- There's No I in Team
- Have Fun / Humour
- Celebrate Success – Reward & Recognition
- Creativity in Teams
- Wellbeing – Long Term Health

# Potential Culture Deliverables 3.



## People

- Employee Experience
- Diversity & Inclusion
- Millennials / Gen Z / Gen Alpha
- Flexible Working Opportunities
- Learning & Development
- Recruiting & Onboarding

## Leader

- Empathy / Listening
- Recognition & Reward
- Communication & Feedback
- Transparency & Honesty
- Delegation & Decision Making
- Coaching / Mentoring
- Motivation & Inspiration
- Positivity
- Self-Awareness
- Leading the Change – Leaders Role



## Clients

- Customer Experience
- Customer Feedback

# Condensed Courses Culture

Available Now  
Performance &  
People Skills



## Condensed Culture Courses\*

### Performance skills

- Priorities
- Focus
- Efficiency
- Decisions
- Stress
- Goals & Objectives

### People skills

- Purpose & Values
- Collaboration
- Motivation
- Positivity
- Creativity
- Resilience
- Confidence
- Self-Awareness
- Diversity & Inclusion
- Honesty & Trust
- Leading Change
- Charisma

### People skills

- Millennials / Gen Z
- Coaching & Mentoring
- Accountability
- Adaptability
- Fun

# Opportunity 1: Done For You

## Access Creating Edge Expertise

Support your Shaping Culture Journey with expertise to create the optimum outcome with your team. Tailor your time required to your needs as you complete your journey.

## Deepen Journey Success

Combine your Shaping Culture Journey investment with specialized expertise to deliver success – expert support for your specific challenges.

## What's Included

Full Shaping Culture Journey Material Access & Creating Edge expertise at an hourly rate to support your journey.  
Ongoing mentorship to ensure full success on your journey.

## Benefits

Tailor made Shaping Culture Journey with expert.  
Every performance & people skill to transform teams.  
Tailor made solutions to your needs.

## Investment

Shaping Culture Journey Program

Creating Edge expertise charged hourly





# Testimonials

**PHAN HUU TRUC****Vietnam/Australia**

Shane transformed the company culture into an engaged & results-oriented one with clearly-defined & shared team ambition to every single employee.

**DAVID DETTWILER****Switzerland/Australia**

Shane's wealth of knowledge & experience in leadership was instrumental for us to help shape the leadership team & team culture in the firm.

**SHENLONG KONG****China/Switzerland**

One of Shane's top leadership skills mostly impressed me is team building. What differently Shane did as a leader was that he created enormous excitement for all of us.

**DAVID PRIOR****Switzerland/UK**

Shane's incredible focus on achieving results through culture & team dynamics was the best example of culture creation I have experienced.

**JENNY BARKS-TAYLOR****Switzerland / UK / Singapore**

Through Shane's leadership, he managed to shift the team context to one of being the most respected team in the company, a proud team with a strong brand image, connected into the business, orientated to the customer, a can-do attitude & able to shift mountains & at the same time having fun with a smile.







# Our Guarantee

Creating Edge 100% Guarantees our professional advice.

## Guarantee 1

The Shaping Culture Journey will transform & align your team for team owned success.

## Guarantee 2

Supporting condensed courses target sustainable cultural shift & change in teams.

## Guarantee 3

Our Creating Edge expertise will tailor a solution that fits your exact organisational & team need & create a specialized Journey for you!

## Guarantee 4

If you use our professional advice to make a step change in your leadership & our advice does not help you, we will reimburse your investment.

Creating Edge 100% Guarantees the Shaping Culture Journey & professional advice.



# Our Support

## If you:

Need help with the Shaping Culture Journey?

Require help with content meaning or implementation?

Have a question of clarity or need some additional advice?



1

Check Out Our

[FAQs](#)

3

Reach Out to Our Team

[support@creatingedge.net](mailto:support@creatingedge.net)

2

Connect on Social Media

[#creatingedge](#)



# Terms & Conditions



## Pricing

1. Pricing listed is current at the date shown on the front of the opportunity – it can be subject to change – the website is current.
2. Pricing is always listed in USD \$ unless otherwise stated.

## Shaping Culture Journey

1. Delivery schedule is current as at the date shown on the front cover & is potentially subject to change.
2. Every effort will be maintained to keep the schedule but due to any unforeseen circumstances it could change.
3. Additional courses could be added due to demand.

## Video Training

1. Scheduled for release later in 2024 – to support the Shaping Culture Journey.

## In-House Support

1. Subject to resource availability.

## Proposal Number

1. You will have a unique 'Shaping Culture Journey Opportunity' number offer valid to you for 60 days from the submission date.



**CreatingEdge**

Making Leaders Stronger & Sharper

# Thank You

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Shaping Culture Journey  
Performance & People Skills