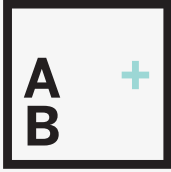


**DYNAMIC
CULTURE**

- × At Above + Beyond, we define culture as, “the way we do things around here.” Culture lives in your people’s DNA and in the way that they think and behave.



Based on our passion for fostering sustainable businesses and our 20+ years of hands-on experience, we’ve developed three comprehensive culture transformation methodologies designed to engage people at all levels of your organization. The goal is to help you enliven your brand while bringing out your people’s best thinking and behaviours.



PLAY
TO
WIN



■ WHAT WE'RE SEEING

Larry Wilson, in his ground-breaking work, focused on how people most often “show up” in life and at work – they either Play to Win or Play Not to Lose. However, when your people are ultimately responsible for delighting customers and delivering the exceptional products and experiences that drive your success, Playing Not to Lose isn't an option. It's essential to create an environment where your people can be the best they can be.

■ THE SOLUTION WE'RE PROVIDING

Leveraging Larry Wilson's Play to Win philosophy and methodology, we offer workshops that help your people change how they think, behave and perceive so they can align how they “show up” more closely with your cultural values and purpose. Specifically, we focus on:

- Working with individuals and teams to evaluate their thinking and behaviours and identifying where and when they are Playing to Win or Playing Not to Lose
- Highlighting the belief systems that may be obstacles to Play to Win behaviours
- Introducing Play to Win-focused ways of thinking and behaving to replace the less productive approaches of the past
- Providing one-on-one coaching to further individualize Play to Win for each person

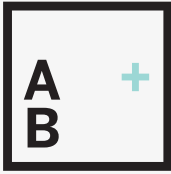
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■ THE VALUE YOU CAN REALIZE

When your people Play to Win, they think, behave and relate in productive and positive ways, which ultimately enables them to drive better results for the organization. By creating a common language for everyone in an inclusive way, your people can adopt new ways of communicating and holding each other accountable for how they choose to think and behave.

“Understanding the Play to Win philosophy made an incredible difference to me and my teams. They were able to understand that change is about personal accountability, about what they can do and not what the company tells them to do. It changed the whole paradigm about the role people have in taking charge of their actions and moving forward. They went from observers to ambassadors.”

Patty Watson, CIO, TSYS



CHANGING YOUR GAME

■ WHAT WE'RE SEEING

Functional areas across the organization (Finance, HR, IT) are getting stuck being primarily transactional. The products and services that these functions deliver to internal stakeholders are vital and important, but the people in those functions have the potential to add more strategic value.

These groups want a more prominent seat at the table -- being seen, experienced and talked about as more strategic business partners. However, the current ways of doing things tend to hold people back from contributing in a more strategic way.

■ THE SOLUTION WE'RE PROVIDING

We conduct workshops with your functional teams to help them:

- Define/Redefine their purpose (the value they bring to the organization)
- Explore their current activities, with the goal of streamlining transactions and identifying opportunities to be more strategic when delivering products and services and conducting day-to-day tasks
- Use talent analytics to assess and identify whether their current Talent DNA™ is aligned with their strategic vision and intent
- Develop team members' thinking and behaviours to align them with the new vision for success

■ THE VALUE YOU CAN REALIZE

Your functional teams transform from primarily transactional to decisively strategic. With a renewed strategic focus, there are more opportunities for your people to apply their subject matter expertise to value added activities, which in turn elevates their engagement as well as the function's overall brand.

BUILD A CASE FOR CHANGE



FROM TRANSACTIONS TO SOLUTIONS

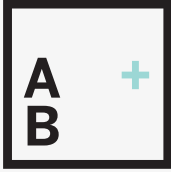


KEY STRATEGIC INITIATIVES & CULTURE SHIFT



CHANGING YOUR GAME





CULTURE REBOOT



■ WHAT WE'RE SEEING

Many companies have well-defined cultures that influence how they do things. But culture is not static. It's fluid. So doing things the way they've always been done may not deliver the desired results now and into the future. Revisiting your purpose, values and behaviours can help you align what you want to achieve (your business goals) with how you want to achieve them (your culture).

■ THE SOLUTION WE'RE PROVIDING

Our Culture Reboot solution is a series of workshops targeted at the organizational level that focus on:

#1: Defining/Redefining your purpose and values: building consensus around and articulating your purpose – why you exist, what you want to achieve, what you believe and what you value.

#2: Defining your possibilities: what does future success look like and what is required to get there.

#3: Aligning your people: creating a critical mass of people who align to your purpose, values and possibilities, and behave in a consistent manner to drive the business toward its desired outcomes.

#4: Actioning your plan: aligning processes (HR, performance management, reward and recognition) using the outcomes of the work you did to define your purpose, values, your possibilities and align your people.

■ THE VALUE YOU CAN REALIZE

By recalibrating your culture, you can break out of non-productive cultural habits that may be holding you back. Our methodology sets the bar for “how things are done around here” and helps you identify the competencies, skills and behaviours (DNA) that your people need to be successful in your company and your culture. Once you identify your DNA, your people learn how to adopt consistent ways of thinking and behaving that are aligned with your values, purpose and business objectives.

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