Unleashing the Olympic Spirit to Conquer Workplace Hurdles
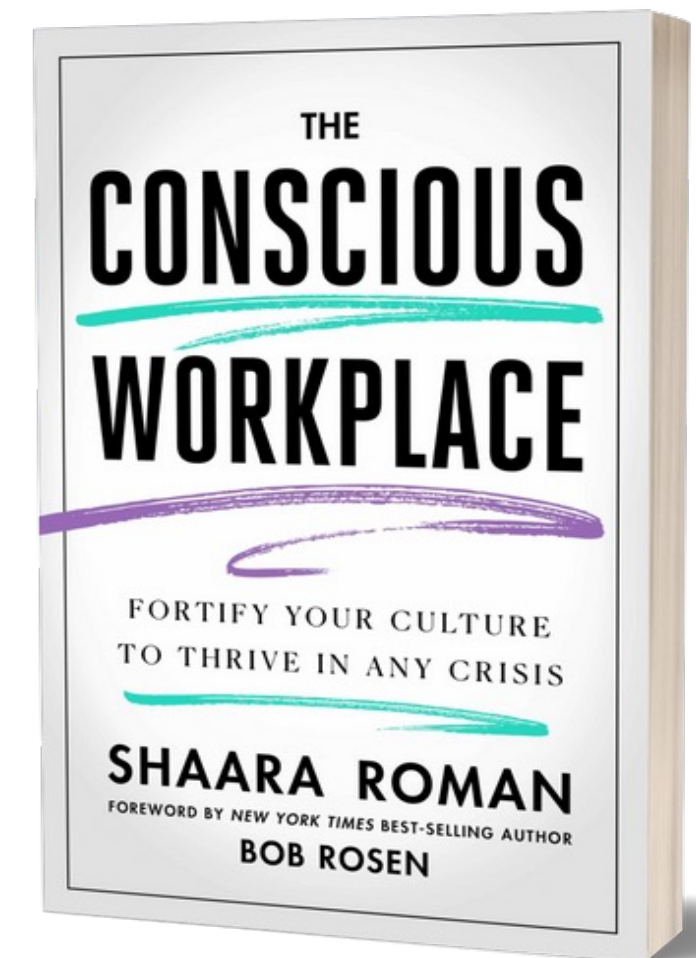
Shaara Roman
Founder + CEO + Author

The Silverene Group

About Me

A cup of yogurt may not change the world, but how we make it might.

Hamdi Ulukaya
Founder & CEO, Chobani

THE
CONSCIOUS
WORKPLACE

FORTIFY YOUR CULTURE
TO THRIVE IN ANY CRISIS

SHAARA ROMAN

FOREWORD BY NEW YORK TIMES BEST-SELLING AUTHOR
BOB ROSEN

What We Do

As a minority, woman-owned boutique consulting firm that works at the intersection of culture + strategy + future of work, we are on a mission to make our workplaces a better, more inclusive place for all.

The Silverene Group

SBA U.S. Small Business Administration — **WOSB CERTIFIED**

CERTIFIED BY WBENC/WEConnect INTERNATIONAL — **WOMEN OWNED**™ — WWW.WOMENOWNEDLOGO.COM

Culture Design & Change

Inclusion Solutions

Leadership & Team Coaching

People-Centric Strategies

Speaking Engagements

How can we bring the "Olympic Spirit" to our companies?

Meaning…goals…focus… passion…purpose

Define your North Star

How can we bring the "Olympic Spirit" to our companies?

Coaching…developing…growing…mentoring

Nurture Talent

How can we bring the "Olympic Spirit" to our companies?

Unity…friendship…inclusion…respect

Create Community

How can we bring the "Olympic Spirit" to our companies?

Intrinsic motivation…all in…feeling valued…accountability

Foster Ownership

What hurdles get in the way of us bringing the Olympic Spirit to our companies?

What is Culture?

Is what
you say

really
what you
do?

innovation lab

authenticity

chart
your
career

lactation
rooms

ping pong
tables

fun

"nice" culture

free beer

collaboration

diversity is
valued

"family"

high
turnover
rate

perpetual crisis

all voices
not heard

lack of
transparency

very thick
glass ceiling

everything is
urgent

diversity
=
tokenism

bureaucracy

silos

ideas
shut down

playing
ping pong is
frowned upon

lactation
rooms sit
empty

minority
groups
marginalized

What is Your Organization's Culture?

Culture Assessment

Four Types of Organizational Culture

Get on Board Culture "Inequitable"

Belonging Culture "Thriving"

Fear Based Culture "Walking on Eggshells"

NICE Culture "False Sense of Safety"

Four Types of Organizational Culture

Get on Board Culture
Some groups feel unwelcome. In + out groups. Full engagement is unrealized.

Belonging Culture
Bring full self. Empowered. Freedom on how, where & when. Connected. Valued.

Fear Based Culture
Heads down. Fear to speak up. Disinterested. High stress for some. Face time valued.

NICE Culture
Lacks direct communication. Productivity not fully maximized. Lack of accountability.

Small Group Discussion:
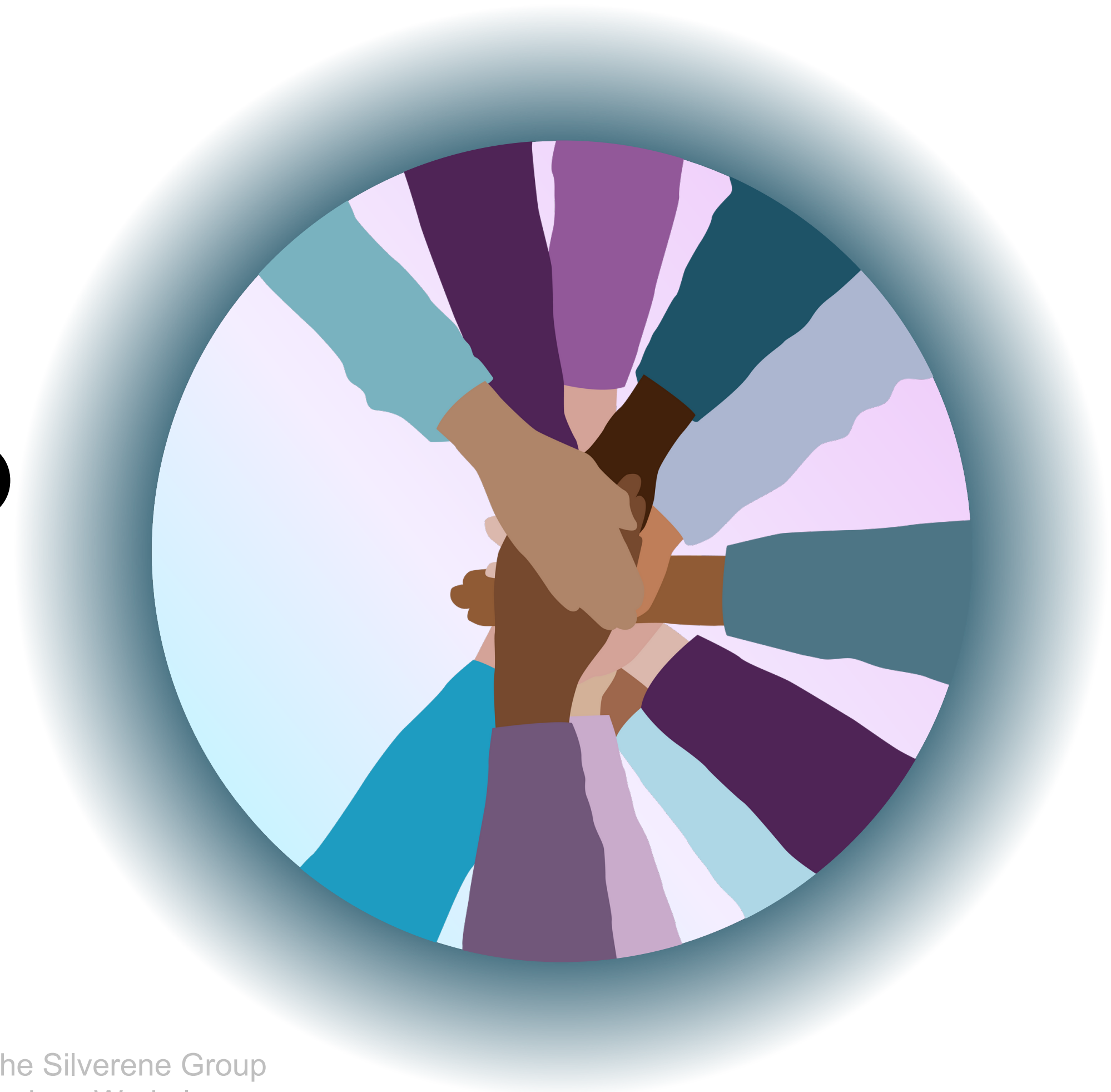
Discussion questions

- What surprised you about your culture quiz results?
- Was there anything that didn't surprise you?
- What is the impact of the culture profile on your team or business?
- Does it impact attracting or retaining talent? If not today, do you think it could?

The Culture Imperative

Company decisions are often driven by revenue and profitability, not people.

QUIET QUIT

SOCIAL UNREST

POLITICAL INSTABILITY

INFLATION

GEN ALPHA

GLOBAL PANDEMIC

demographic shifts

AI

GEN Z

GLOBAL ECONOMIC UNCERTAINTY

work from anywhere

Great Resignation

CLIMATE AWARENESS

RECESSION

© The Conscious Workplace

There is a <u>new</u> workplace paradigm.

Workforce Needs

- **77%** want employers that value cultural diversity

- **69%** want jobs that fit their lives

- **83%** want fewer levels of management/ less hierarchy

Workforce Needs

- Leaders who are humble, curious and vulnerable
- Communication that is transparent and open
- Put their talents to use & have their voices heard
- Flexibility & empowerment

Modern leadership needs new behaviors

KNOWING ALL → CURIOSITY

POLICY DRIVEN → PEOPLE DRIVEN

CLOSED COMMUNICATIONS → TRANSPARENCY

USING POWER → USING INFLUENCE

IN AND OUT GROUPS → INCLUSIVE FOR ALL

Building a Conscious Workplace Culture Where All Can Thrive

Why Culture Matters

- <u>56%</u> of respondents believe culture trumps salary for job satisfaction

- <u>69%</u> of Gen Z more likely to apply for a job if recruitment materials represented more diversity

- <u>81%</u> of Millennials define successful business as having "a genuine purpose that resonates with people"

Why Culture Matters

- Companies with strong cultures have seen a <u>4x increase in revenue growth.</u>

- <u>55%</u> of global respondents will pay more when companies are committed to positive social and environmental impact.

- Employee and customer engagement are <u>big predictors of success</u>

❝

Companies that focus on people and purpose, are not just better places to work, they are also more productive and profitable.

The Conscious Workplace

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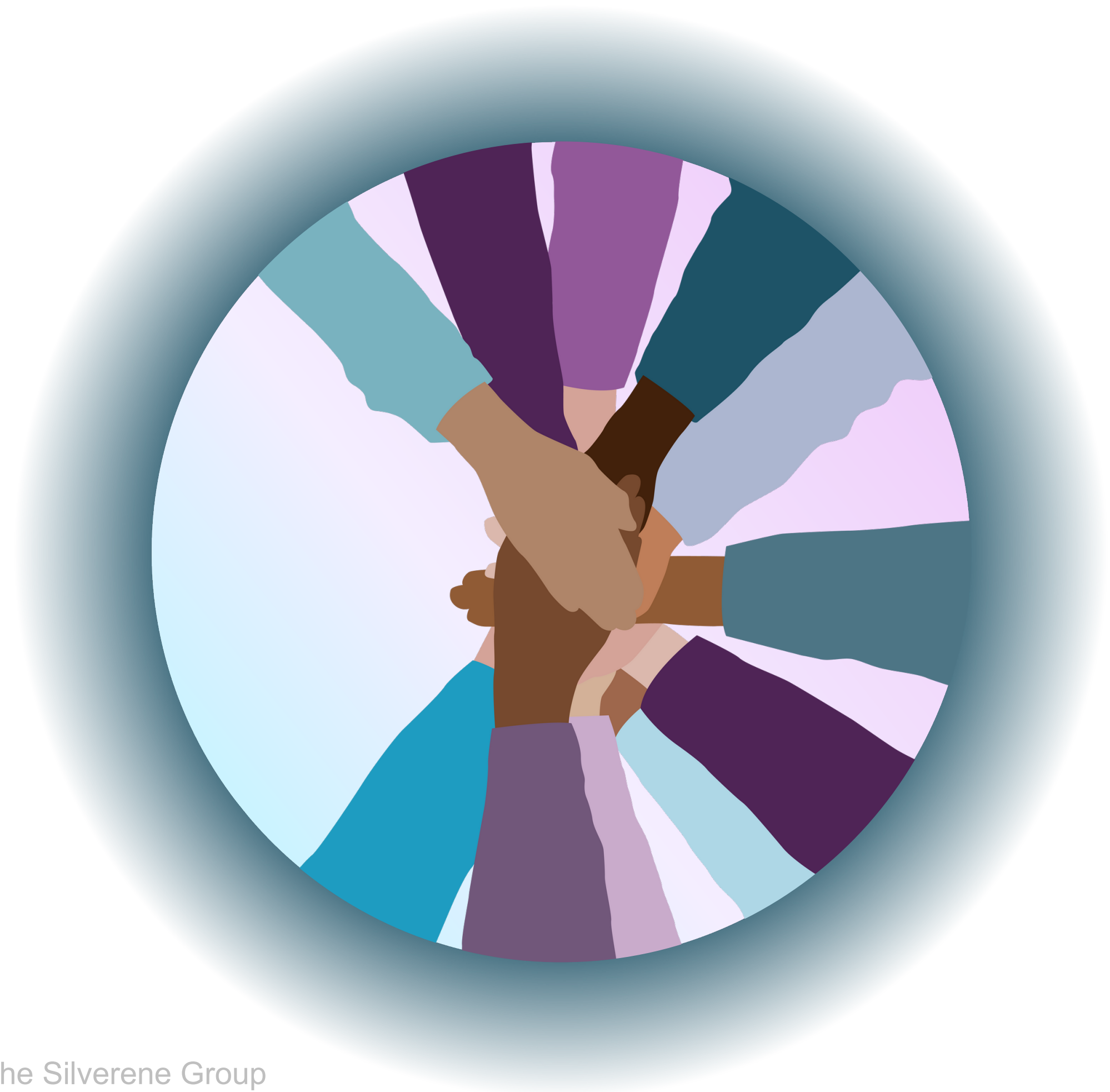Founder & CEO, Chobani

Culture powers through hurdles

Four Elements to Building a Conscious Workplace
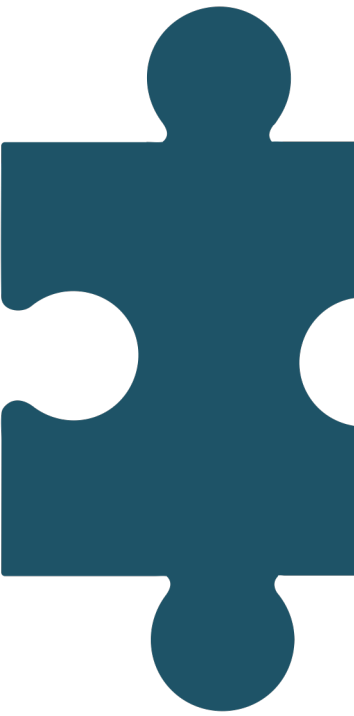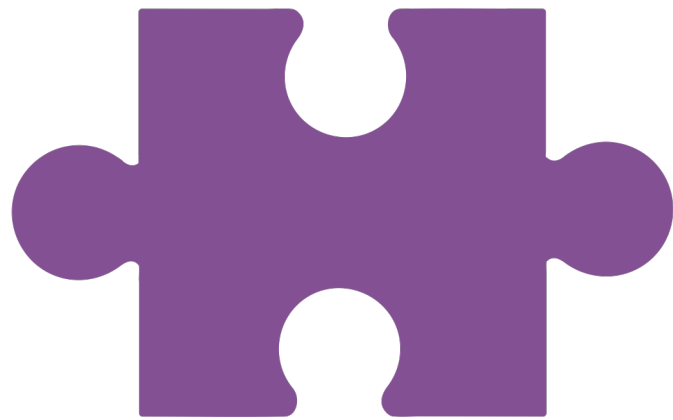
1. Find Your North Star
2. Create Community
3. Nurture Talent
4. Foster Ownership

Small Group Discussion

Discuss Ways to Find Your North Star

- What specific ways can you connect your organization's work to a higher purpose?

- What might need to change?

Discuss Ways to Create Community

- How can you more effectively build community?

- What challenges do you foresee?
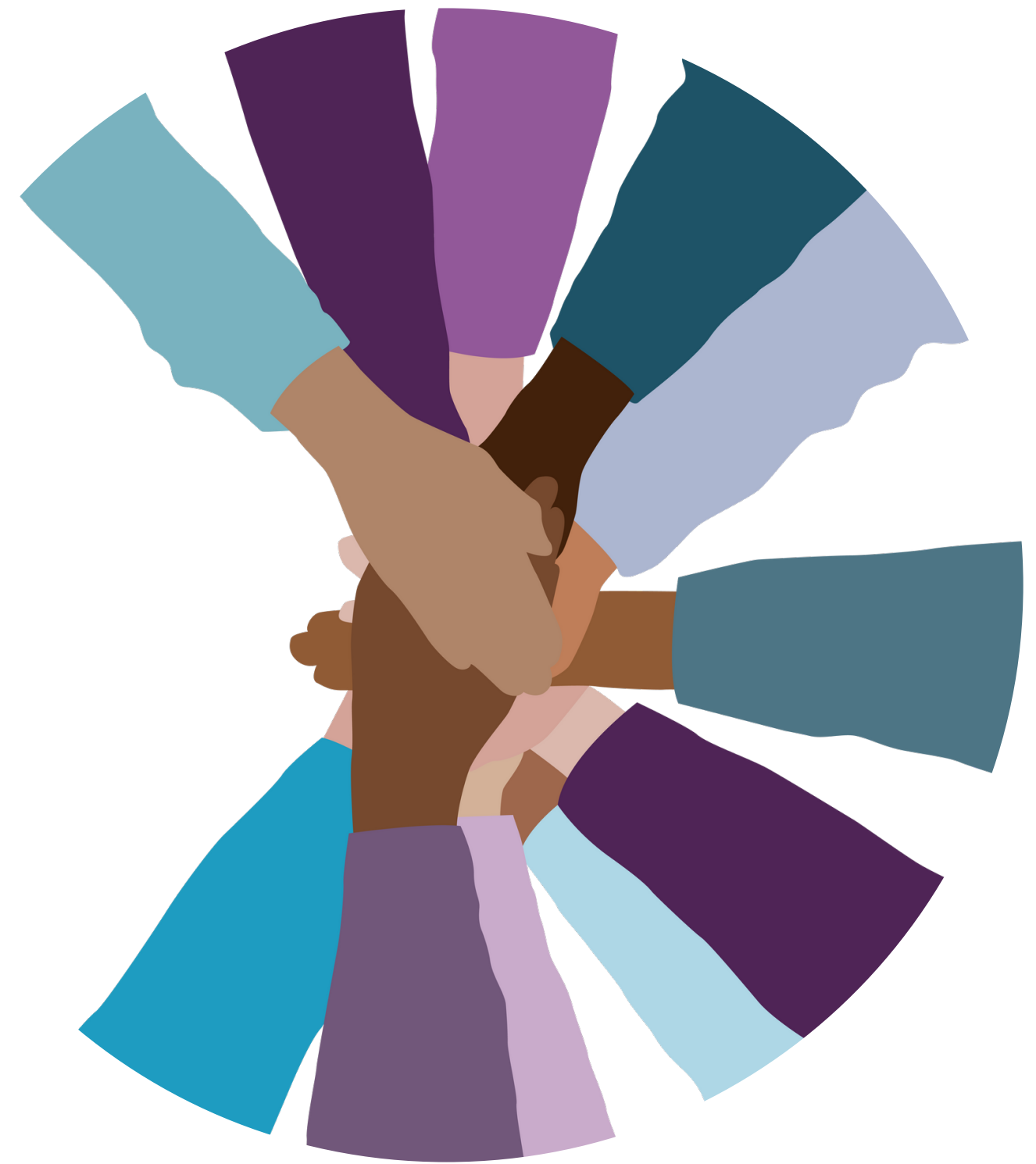
- How might you mitigate them?

Discuss Ways to Nurture Talent

- What can you do differently to be more human centered?

- What might need to change?

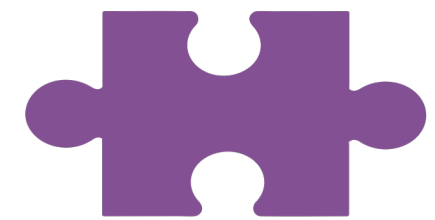# Discuss Ways to Foster an Ownership Mentality

- How can you foster an ownership mentality?

- What challenges do you see?

- How might you mitigate them?

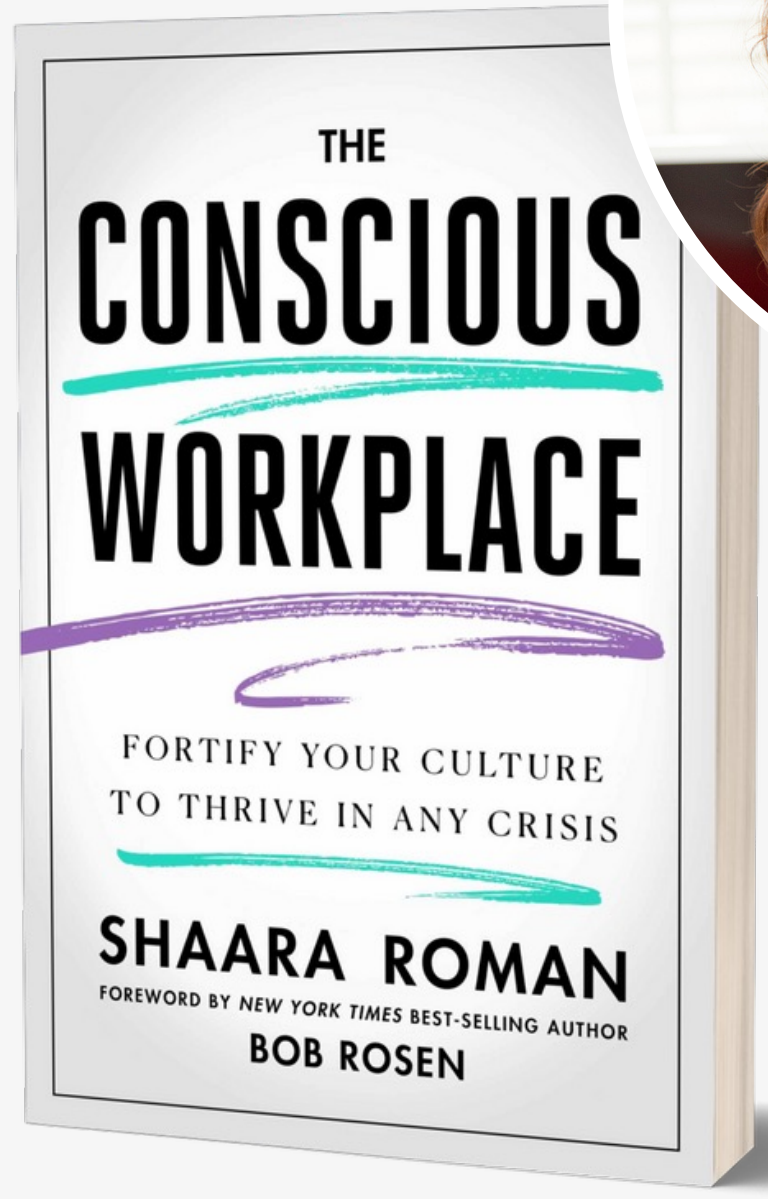# How will you move your culture journey forward?

Putting purpose, talent, community and ownership first results in:

- 4x increase in revenue
- Profitability increases
- 8x higher performance
- Strategy execution

Let's Connect!

Scan to download a free chapter of my book.

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Discover your business's superpowers:
your purpose, your people, and your values.

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