

PRODUCT 2023 CATALOG



CUSTOM EDITION

In the Custom Edition, your Fundamentals are created through a facilitated brainstorming session led by a CultureWise Implementation Manager who writes, edits, and polishes your unique Fundamentals based on your team's input and feedback. Your Implementation Manager also helps you establish the appropriate rituals, conducts all rollout sessions (onsite or virtual), and personally guides you through every step of the process to ensure your success.

CUSTOM EDITION

Monthly Subscription (per employee):

Your monthly subscription covers lifetime support and all the teaching content that's delivered day-after-day through the mobile app.

Under 25.....	\$10.00
25 - 49.....	\$9.00
50 - 99.....	\$8.00
100 - 249.....	\$6.00
250 - 499.....	\$5.00
500 - 999.....	\$3.50
1000 +.....	\$2.75

One-Time Implementation Fee.....\$13,300

Includes an initial planning session with your executive team, any additional sessions with other levels of leadership, development of your custom Fundamentals, writing and editing with unlimited revisions, development of rituals, and preparation for your company rollout.

Rollouts:

The rollout is a critical part of your success. It's how your Fundamentals get introduced to all your team members. Having conducted more than one thousand rollout sessions, our Implementation Managers are experts at getting your people engaged, excited, and ready to start practicing your Fundamentals.

First day rollout\$3,500
(on site or virtual, up to 100 people per day)

Additional rollouts after first day:

Onsite	\$3,500
Virtual.....	\$1,750

[ORDER CUSTOM EDITION](#)



The Standard Edition is designed for organizations who prefer to select from our library of 60 standard, time-tested Fundamentals. Your Implementation Manager helps you and your team make the best selections to fit your optimal culture, helps you establish the appropriate rituals, conducts all rollout sessions (onsite or virtual), and personally guides you through every step of the process to ensure your success.

STANDARD EDITION

Monthly Subscription (per employee):

Your monthly subscription covers lifetime support and all the teaching content that's delivered day-after-day through the mobile app.

Under 25.....	\$10.00
25 - 49.....	\$9.00
50 - 99.....	\$8.00
100 - 249.....	\$6.00
250 - 499.....	\$5.00
500 - 999.....	\$3.50
1000 +.....	\$2.75

One-Time Implementation Fee.....\$3,250

Choose from a library of 60 standard Fundamentals™ through our fully automated online client portal. Includes coaching and guidance throughout the entire process by a dedicated Implementation Manager.

Rollouts:

The rollout is a critical part of your success. It's how your Fundamentals get introduced to all your team members. Having conducted more than one thousand rollout sessions, our Implementation Managers are experts at getting your people engaged, excited, and ready to start practicing your Fundamentals.

First day rollout\$3,500
(on site or virtual, up to 100 people per day)

Additional rollouts after first day:

Onsite	\$3,500
Virtual.....	\$1,750

[ORDER STANDARD EDITION](#)

Way Cards



Way Cards provide a convenient way for employees to always have a complete list of your Fundamentals, with explanations, that describe the “way” your company operates. It’s a physical manifestation of your culture and can easily be handed to team members, recruits, prospects, customers, vendors, and others as a way of showing them your organization’s culture.

1. **DO WHAT'S BEST FOR THE CUSTOMER.** In all situations, do what's best for the customer, even if it's to our own detriment. There's no greater way to build a reputation than to steadfastly do what's right for others. Every day.
2. **DO THE RIGHT THING, ALWAYS.** Demonstrate an unwavering commitment to doing the right thing in every action you take and in every decision you make, even when no one's looking. Always tell the truth. If you make a mistake, own up to it, apologize, and make it right.
3. **MAKE QUALITY PERSONAL.** Take pride in the quality of everything you touch and everything you do. Always ask yourself, "Is this my best work?" Everything you touch has your signature. *Sign in bold ink.*
4. **DELIVER LEGENDARY CUSTOMER SERVICE.** Do the little things, as well as the big things, that blow people away. Create extraordinary experiences they'll tell others about. Mere customer satisfaction is for lesser companies. Create customer loyalty by doing the unexpected.
5. **CREATE A TONE OF FRIENDLINESS AND WARMTH.** Every conversation, phone call, e-mail, letter, and even voicemail, sets a tone and creates a feeling. Pay attention to every interaction and be sure you're setting a tone of friendliness, warmth, and helpfulness.
6. **BE A FANATIC ABOUT RESPONSE TIME.** People expect us to respond to their questions and concerns quickly, whether it's in person, on the phone, or by e-mail. This includes simply acknowledging that we got the question and we're
- on it," as well as keeping those involved continuously updated on the status of outstanding issues. Rapid response is one of the easiest and best ways to stand out from the crowd.
7. **CHECK THE EGO AT THE DOOR.** It's not about you. Don't let your ego or personal agenda get in the way of doing what's best for the team. Worrying about who gets credit or taking things personally is counterproductive. Make sure every decision is based solely on advancing company goals.
8. **HONOR COMMITMENTS.** There's no better way to earn people's trust than to be true to your word. Do what you say you're going to do, when you say you're going to do it. This includes being on time for all phone calls, appointments, meetings, and promises. Allow extra time for
- surprises and delays, and don't let these become excuses.
9. **PRACTICE BLAMELESS PROBLEM-SOLVING.** Apply your creativity, spirit, and enthusiasm to developing solutions, rather than pointing fingers and dwelling on problems. Identify lessons learned and use those lessons to improve our processes so we don't make the same mistake again. Get smarter with every mistake. Learn from every experience.
10. **PRACTICE THE "HUMAN TOUCH."** Listen for, and pay attention to, the things that make people unique. Use handwritten notes, personal cards, and timely phone calls to acknowledge their specialness. Show people you care about them as individuals, rather than as transactions. Genuine compassion can't be faked.
11. **FIND A WAY.** Take personal responsibility for making things happen – somehow, someday. Respond to every situation by looking for how we can do it, rather than explaining why it can't be done. Be resourceful and show initiative.
12. **GET CLEAR ON EXPECTATIONS.** Create clarity and avoid misunderstandings by discussing expectations upfront. Establish mutually understood objectives and deadlines for all projects, issues, and commitments. Where appropriate, confirm your communication by asking others to repeat back their understanding to ensure total clarity and agreement.
13. **LISTEN GENEROUSLY.** Listening is more than simply "not speaking." Be present and engaged. Quiet the noise in your head and let go
- of the need to agree or disagree. Create space for team members to express themselves without judgment. Listen with care and with empathy. Above all, listen to understand.
14. **SPEAK STRAIGHT.** Speak honestly in a way that moves the action forward. Make clear and direct requests. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.
15. **COMMUNICATE TO BE UNDERSTOOD.** Know your audience. Write and speak in a way that they can understand. Avoid using internal lingo, acronyms, and industry jargon. Use the simplest possible explanations.

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16. **GO THE EXTRA MILE.** Be willing to do whatever it takes to accomplish the job... plus a little bit more. Take the next step to solve the problem. Even if it takes doing something that's not in your job description, it's the extra mile that separates the average person from the superstar. Be a superstar.
17. **CREATE WIN/WIN SOLUTIONS.** It's a 2-way street. Learn to think from others' perspective. Discover what they need and find a way to help them meet those needs while also fulfilling your own. Win/win solutions are always more effective and longer lasting than win/lose solutions.
18. **SHARE INFORMATION.** With appropriate respect for confidentiality, share information freely. Learn to ask yourself, "Who else needs to know this?" Information
- is one of our greatest assets. Find it, share it, and use it.
19. **CELEBRATE SUCCESS.** Catching people doing things right is more effective than catching them doing things wrong. Regularly extend meaningful acknowledgment and appreciation – in all directions throughout our company.
20. **FOLLOW-UP EVERYTHING.** Record a follow-up date for every action and take responsibility to see that it gets completed. We get paid to complete things, not simply to put them in motion.
21. **DELIVER RESULTS.** While effort is appreciated, we reward and celebrate results. Set high goals, use measurements to track your progress, and hold yourself accountable for achieving those results.
22. **BE OBSESSIVE ABOUT ORGANIZATION.** Regardless of the quality of your work, if you can't manage multiple issues, tasks, and promises, you won't be a superstar. Maintain a clean and orderly work area. Use an effective task management system for prioritizing and tracking outstanding issues and responsibilities.
23. **LOOK-AHEAD AND ANTICIPATE.** Solve problems before they happen by anticipating future needs and addressing them in advance. Preventing issues is always more effective than fixing them.
24. **BE PROCESS-ORIENTED.** World-class organizations are built on a foundation of highly effective, repeatable processes. Look to create processes for every aspect of your work, and then turn those processes into habits to achieve consistent results.
25. **ALWAYS ASK WHY.** Don't accept anything at "face value" if it doesn't make sense to you. Be curious and question what you don't understand. Healthy, vigorous debate creates better solutions. There's no better question than "Why?" Never stop asking it.
26. **GET THE FACTS.** Don't make assumptions. There's always more to the story than it first appears. Gather the facts before jumping to conclusions or making judgments. Be curious about what other information might give you a more complete picture.
27. **BE RELENTLESS ABOUT IMPROVEMENT.** Regularly reevaluate every aspect of your job to find ways to improve. Don't be satisfied with the status quo. "Because we've always done it that way" is not a reason. Keep getting better.
28. **PAY ATTENTION TO THE DETAILS.** From the spelling of a client's name to the specific language of their Fundamentals, from the wording on a survey to the colors on a logo... details matter. Be a fanatic about accuracy and precision. Double-check your work. Get the details right.
29. **ASSUME POSITIVE INTENT.** Work from the assumption that people are good, fair, and honest, and that the intent behind their actions is positive. Set aside your own judgments and preconceived notions. Give people the benefit of the doubt.
30. **KEEP THINGS FUN.** Remember that the world has bigger problems than the daily challenges that make up our work. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously. Laugh every day.

The CultureWise Way

At CultureWise, our goal is not to be good. It's to be extraordinary. Extraordinary performance comes from extraordinary people. And the foundation for extraordinary people is an extraordinary culture. The 30 Fundamentals that follow describe the behaviors that define our unique culture. They're what set us apart and what make us leaders in our field.



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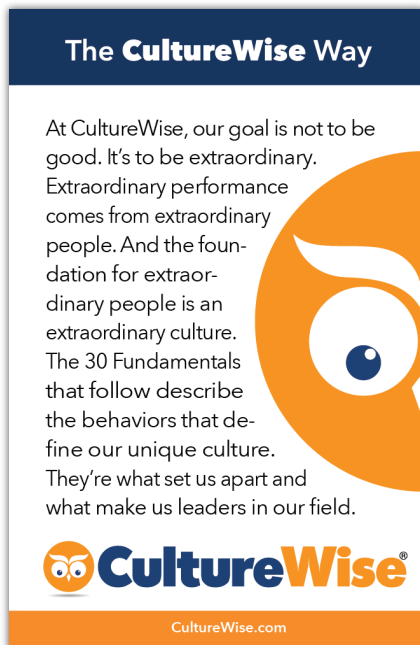
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Sizes

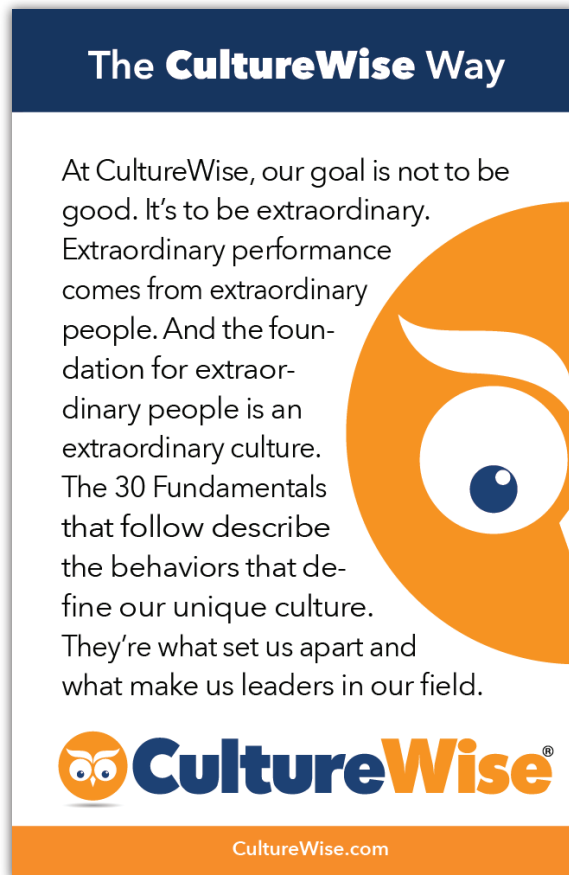
Wallet size cards (our most popular) are 3 3/8" x 2 1/8", folded. They're offered in 6 or 7 panels and work well for organizations that have between 25 and 35 Fundamentals.

Pocket Size cards are 4 1/2" x 2 3/4", folded. These larger, 6-panel cards are a little easier to read but don't fit as well into a wallet.

Wallet cards



Pocket cards



Printing

Most organizations are proud to hand out their Way cards liberally to employees, suppliers, and even prospects. Depending on the size of your company, we recommend that you order at least 500 cards. With most printing, the incremental cost for additional cards is relatively small. There's a one-time fee of \$250 to design and create the art file for the card.

Way Cards

PRICING

DESIGN/PRODUCTION FEE			\$250.00
	6-panel WALLET	7-panel WALLET	6-panel POCKET
100	\$243.12	\$363.00	\$308.40
200	\$437.28	\$496.26	\$524.64
250	\$515.88	\$636.30	\$537.42
300	\$519.36	\$692.70	\$563.25
500	\$906.18	\$906.18	\$821.16
750	\$992.46	\$1,293.96	\$1,128.78
1000	\$1,269.60	\$1,567.56	\$1,479.18

eCards

For a one-time setup fee, your Way card can be transformed into individual pages – cover page and separate pages for each panel of your Way card – then converted to a single PDF. It's a convenient way for your Fundamentals to be viewed on a smart phone, tablet, or computer. It can even be viewed/download directly from your website.

\$150 (Ordered in combination with printed cards)

\$250 (Ordered without printed cards)



THIS PRODUCT MAY BE ORDERED THROUGH
YOUR IMPLEMENTATION MANAGER



Your culture. In the palm of your hand.

The CultureWise mobile app makes it easy to connect and engage all team members in your Fundamentals, even those who don't have email access.

Fundamentals

Users can view your company's entire set of Fundamentals.

Weekly Insights

View, comment on, and "like" messages from peers about their personal thoughts and experiences of the Fundamental of the Week.

Videos

Play 60-seconds of insightful thoughts about each Fundamental from culture expert, David Friedman.

Notifications

Send scheduled notifications to all employees or select recipients, by location or department.

eMinder

Receive a scenario-based lesson each week with immediate feedback.

Coaching Guide

Get talking points, coaching tips, and topics for discussion for each Fundamental.

Kudos!

Give a shout-out to peers for putting Fundamentals into practice in their daily work.

Leaderboard

Gamification incents user engagement by assigning points for each activity. Companies can push engagement to the next level by setting up teams and competitions. Leaderboard features real-time point standings, by individual user, and teams.

Quick Tips

Read/watch daily messages and videos to help deepen your understanding of the Fundamental of the Week.



MONTHLY SUBSCRIPTION

NUMBER OF EMPLOYEES	RATE PER EMPLOYEE
<25	\$10.00
25-49	\$9.00
50-99	\$8.00
100-249	\$6.00
250-499	\$5.00
500-999	\$3.50
1000+	\$2.75

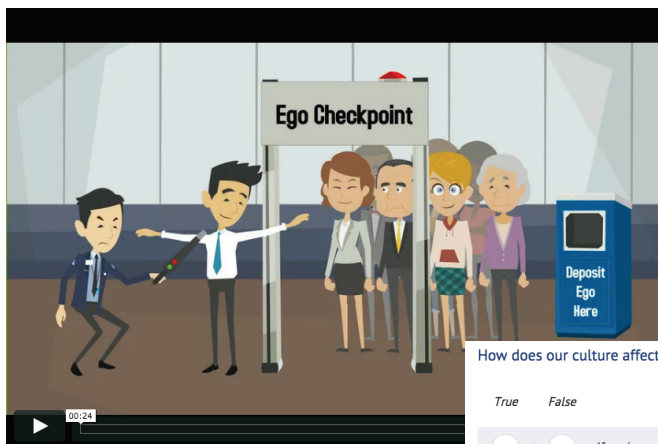
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YOUR IMPLEMENTATION MANAGER





Culture Class™ is fun, engaging, interactive, and it's amazingly effective.

Culture Class is an eLearning course, totally customized for each client, that gives every employee a thorough and consistent understanding of your unique culture.



Why we struggle to honor commitments

There are three key reasons people frequently don't honor commitments that are in their control:

- Some people have poor organizational skills. They intend to honor the commitment, but other things get in the way and they simply forgot. The more organized we are, the better we can keep track of all outstanding promises we've made.
- Some people are poor estimators of time. They don't appreciate how long some tasks will take and so they make commitments that are unrealistic.
- Some people simply overcommit. In an effort to please everyone (especially customers and bosses), they say yes to requests even though they know it can't be done. They figure they'll just do their best and deal with it later.



How does our culture affect us?

True False

- ☐ ☐ If you're a good worker, the environment has no impact on how you do your work.
- ☐ ☐ Our culture impacts our ability to attract and retain quality employees.
- ☐ ☐ Our culture impacts our ability to differentiate ourselves against our competitors.
- ☐ ☐ It's not necessary to be intentional about our culture, because if we hire the right people, it will all take care of itself.

Submit

Match the words



Drag items from the column on the right to the words to match them.

The Demos Way

Fundamentals

The name we give to our culture

The name we give to the behaviors that make define our culture

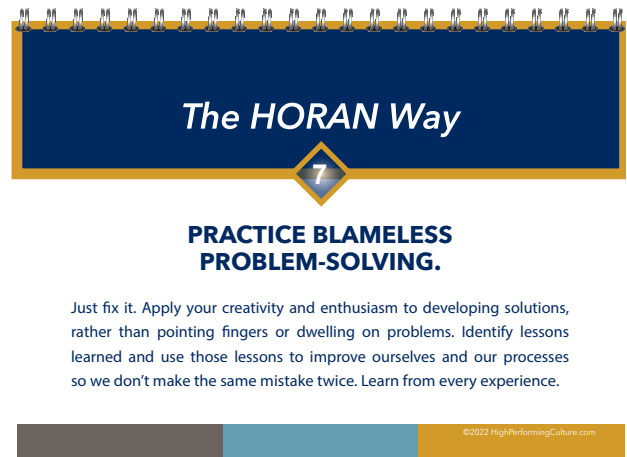
COURSE CREATION FEE	\$3,350	
UNLIMITED USE ANNUAL LICENSE		
<49 Employees	\$625	ORDER
50-99 Employees	\$1,265	ORDER
100-249 Employees	\$3,175	ORDER
250-499 Employees	\$6,365	ORDER
500+ Employees	\$9,560	ORDER

Flip Books



Flip books are an essential tool for highlighting this week's Fundamental.

Perfectly sized for the desktop, cubicle, conference table, break room table, and reception desk.



Flip Books

PRICING

DESIGN/PRODUCTION FEE	\$250
SIDES PRINTED	COST PER BOOK
One-sided	\$10/book
Two-sided	\$14/book

THIS PRODUCT MAY BE ORDERED THROUGH
YOUR IMPLEMENTATION MANAGER



Annual Survey



Annual surveys help to measure how well you're doing in practicing your Fundamentals, and to track your improvement over time.

We write, administer, and report on the surveys, and even help you to benchmark yourself against high-performing cultures in other client organizations.



Annual Survey

PRICING

ANNUAL SURVEY

Writing, administration, and reporting fee

\$1,750

ORDER

Coaching Guide

PRICING

PRODUCTION FEE

\$2,250

ORDER

PRINTING

Printed/Spiral bound (each)

\$20 (Ordered through your Implementation

A professionally produced video showcasing your culture is among the most effective tools for recruiting new employees and new business development.

Director of videography, Rolando Vega, has produced dozens of CultureWise training videos, customer journey videos, and business development videos. His award-winning production capabilities, knowledge of the CultureWise Operating System, and comfortable interviewing style, offer a distinct set of skills to tell the unique story of your culture.



Check out these sample videos:



VIDEO PRODUCTION INCLUDES:

Pre-Production

- Pre-production meeting to discuss the project
- Coordination and scheduling with point person from client

Production

- (1) day of on-site video production
- 4k cinema camera kit, professional sound, lighting, etc.
- B-roll capture with gimbal stabilizer

Post-Production

- Editing, sound mixing and mastering, color correction
- Music licenses included
- Final video of 4-6 minutes
- (2) rounds of editing

VIDEO PRODUCTION FEE*

\$5,000

ORDER

**Plus reimbursement of reasonable travel expenses.*