

## The Culture Hacker Assessment and EX Strategy

The Culture Hacker Assessment and employee experience (EX) strategy are designed to provide organizations with the necessary insights and roadmap to develop a positive, performance-driven, and profitable culture.



The Culture Hacker Assessment is designed by world-renowned author, business coach, and culture consultant Shane Green. He has consulted with companies like NBA, BMW, United Airlines, MGM Resorts International, McCann, Westfield, and Footlocker on developing and implementing EX strategies to improve customer experiences, employee retention and engagement, and company culture. His research and experience are captured in his book *Culture Hacker*, and he is featured in *Harvard Business Review*, *Forbes*, and *Bloomberg*.

“Culture is no longer an HR thing. It is a business thing. It is everything in today's modern corporate environment.”  
—Shane Green, *Culture Hacker*

## Get the Right Perspective on Your Company Culture

An outside assessment and perspective give you real insights into the strengths, weaknesses, and risk factors within your culture and how you can elevate the employee experience to attract, engage, and retain the best talent.

“Shane Green was engaged to assess and develop a customer experience and cultural strategy for MGMRI. He was able to capture critical shortfalls, work with various teams to create a strategic roadmap, and then guide the senior leaders on their role and responsibilities to engaging their employees and managers effectively.”

—Ondra Berry, SVP of organization culture, MGM Resorts

## The Culture Hacker Assessment and EX Strategy

The Culture Hacker Assessment takes eight weeks to complete and involves three comprehensive steps:



### Assessment

This stage is designed to discover how your employees, managers, and executives view your business' culture, identifying strengths, weaknesses, and pressing issues. Each person in your business will complete a confidential online survey. A variety of cultural mechanisms, tools, and materials will be collected and reviewed to determine how they influence and impact the current culture. A series of onsite interviews and focus groups will also be conducted to clarify and confirm the survey results and material review.

"The Culture Hacker assessment offers a clear and concise roadmap for business leaders to design and deliver an employee experience that educates and engages people to strive to deliver exceptional service and performance."  
—John Gengarella, CEO, Netpulse

### Analysis

You will be provided with a detailed breakdown of quantitative and qualitative data from the surveys to help you identify your cultural priorities moving forward.

### Strategy

You will receive a customized culture strategy outlining your business' priorities and needs. An action plan is developed in conjunction with the executive team for the next twelve months incorporating the recommendations from the assessment. The Culture Hacker team is then available to lead or support you through the transformation process with tools, training, coaching, or change management.

"It's not a question whether your company has a culture—it does. The question is 'Does your company have the right culture for it to meet your employees', customers', and owners' expectations?'"

—Shane Green, Culture Hacker

