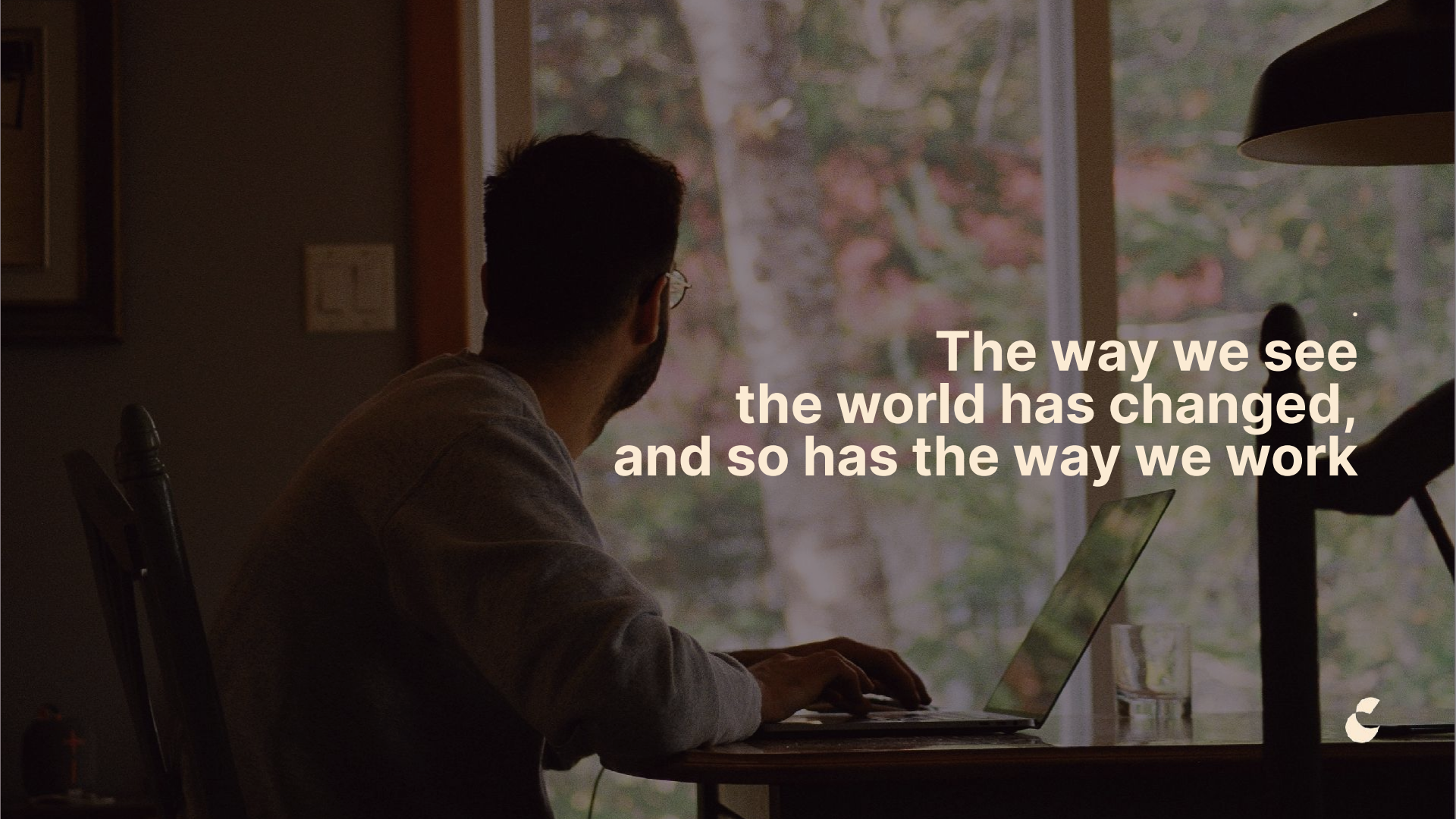# HELLO THERE!

WE ARE
CULTURECODE

We are a culture and branding innovation studio that supports leaders in integrating their team purpose, with their business goals.

We know that the biggest impacts on any organization are created by a purpose-driven team. For this reason, we operate based on a lean and data-driven approach with a unique methodology, taking our clients on a journey during which they build both their culture and their brand from the inside out.

The way we see
the world has changed,
and so has the way we work

"One in every four CEOs admits that the top future challenges are people-related: Attracting, Hiring, Retaining, Engaging and Developing Talent."

We need to build organizations that are connected with the spirit of modern times, and that dialogue with who we are today.

NEW TIMES, NEW ATTITUDES

ACCELERATING CULTURE SHIFT

Global shifts impact our believes, our values, and our attitudes. In order to stay ahead of the curve, companies need to nurture culture intentionally.

We see culture as a shortcut to connect employees with the impact desired by the organization. With a tactical and measurable approach that allows for understanding the current as well as the upcoming reality, culture shift can be a process that can help increase performance during highly uncertain times.

Cultural transformation can be a long and complex process, which we at CultureCode love to challenge. For this reason, in our projects we connect aspirational narratives with attitudes, inspiring people from the inside out with tactical-driven elements that are ready to empower action and accelerate change.

Inspired by our work trends research, below we have listed 10 attitudes that we see as new, emerging needs for the future – as well as the present - of work.

#1 **Redefining Productivity**

Productivity has always been a major factor in employee assessment. In the past, however, the tone of the conversation was often set by the paradigm of maximizing productivity, creating a quantitative reference.

Nowadays, new relationships established with this indicator, are based on a more qualitative view, which prioritizes redefining and optimizing performance.

Optimizing Performance

Compact High-performance Teams

Strategic Thought

Quality Prioritization

Better Results, both Quantitatively and Qualitatively

#2 Reskilling & Upskilling

Company leaders need to understand that no professional will be completely ready to fulfil their role. Instead of looking for the perfect person for a specific job, leaders should look for the person that seems best able to adapt to what that job could become.

In addition, it is important to understand that education within organizations plays a strategic role in helping employees not only to develop, but, mainly, to tread a path of knowledge that opens up new opportunities for them within the organization. This is fundamental not only for their growth, but also for their mental health.

Power skills: skills that cannot be replaced by machines

Lifelong learning

Continuous adaptation to new ways of working

The company as a place to learn

#3 **Protagonism**

In more hierarchical organizations, the leading role used to be attributed only to the leaders. The "board" or the company's executive team was responsible for making major decisions and finding (or not finding) its paths.

However, we now see more fluid business models. Increasing protagonism in the work environment creates more confident employees with a greater amount of resources at their disposal, as well as a mandate to make important decisions, but who also have the freedom to make mistakes, to get things right, and to reinforce their achievements.

Model based on openness and trust

Structures that are less rigid and more horizontal

Leaner teams with greater responsibility

Shared decision making

Fast creation and problem solving

#4 **Purpose & Happiness**

Employers need to cut back on the mundane tasks typically given to younger employees, and focus instead on nurturing a sense of accomplishment and purpose.

The days when clocked hours were more valuable than the results produced, are gone.

Creating a culture where employees are free to combine their job with their passions, so they can have an impact regardless of their seniority, is critical.

Space to express authenticity

Meaning & Purpose: money is a consequence

Autonomy and space to create

Project-driven

Passion over Ambition

#5 **Reinventing Leadership**

Autonomy as a driving force, and redefined leadership: we are learning to empower our teams, to give voice, and to maintain ourselves as leaders, and act as energy boosters.

In theory this is simple, but executing it is quite complex: talking about vulnerable leadership does not seem like a new topic, but living it, or experiencing it, is not seen often, particularly when we are still used to associating expressions of command and control with "genuine and strong leadership". In the midst of all of this, more informal forms of leadership gain strength, and when such forms are well directed, they can be catalysts for culture shift movements.

Vulnerable Leadership

Courage to Build Trust (Take the First Step)

Redefining Failures

Foster Open and Genuine Dialogue

"We need braver leaders"
Brene Brown, Dare to lead.

#6 Navigate the Uncertainty

Teams with no possibility of adaptation are doomed to failure.

In times of uncertainty, it is necessary to plan with agility, for shorter periods of time and with greater adaptability. The necessary mind-set is not to resist, but to adapt.

Decision-making in complex scenarios

Being aware of signs of change

Finding comfort in the chaos

Flexibility and Adaptability

Systemic Approach

#7 **Transparency**

Investing in a good corporate reputation goes beyond conveying an immaculate image of your organization to the world. What matters is what your organization reflects to the world, given by the network of people who build it and interact with it day by day: employees, suppliers, consumers, and even your competitors.

Therefore, in the age of transparency, to create a good reputation — making sure that it enhances the profitability of your business — teams must be aligned with the company's code of ethics and values, in order to reflect authenticity.

Direct and assertive communication

Walk the talk

No more "backstage"

Reputation as an asset

Everything the company does reveals its identity and the reason why it exists

"A business used to be a black box. Now it's a glass box".
Source: Glass Box Brands report from TrendWatching

#8 **Making Societal Impact**

People want to be part of something worthwhile, get behind something they believe in. How you treat people and the planet is an essential part of the business.

Change is needed and it's your people that will make it happen. To be able to create a positive impact, we need to open space for new orders to be created. Having a corporate culture that gives people the tools, education, and skills they need to create experiences that empower change.

Infuse purpose and ESG objectives into your culture, and empower employees to invest in purpose and be an active part of change, for good.

Infuse ESG objectives into the culture

Having an impact on the community as well as society

Workplace Activism

Experiences that empower changes in mindset

#9 **Culture of Care**

A Culture of Care is a way for us to look more closely at our own mental health as well as that of the people around us.

While ensuring well-being and emotional health is the responsibility of every individual, it is also a collective responsibility - including employers.

Nowadays, organizations need to think of models to create a work environment that is human-driven; an environment where all employees feel emotionally safe and where they can be themselves.

Care as a driving force for a better world

Shared responsibility for mental health

Healthy environments

Well-being boosting productivity

Empathic relationships

#10 Diversity and Inclusion

Gen Z is looking for leaders they can relate to and genuinely understand the needs they feel to help create a better future.

Diversity means the plurality of individuals. As human beings, we are all the same, but we have diverse identities, as well as diverse physical and cultural backgrounds. Inclusion is all about creating an environment in which these diverse people can belong and thrive. In an inclusive environment, all people are expected, reflected and respected.

Plurality of visions drives innovation

Respect and inclusion of singularities

Diverse environments

Diversity and inclusion sharpen results

NEW TIMES, NEW ATTITUDES

#1
Redefining Productivity

#6
Navigate the Uncertainty

#2
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#7
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#3
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#8
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#4
Purpose & Happiness

#9
Culture of Care

#5
Reinventing Leadership

#10
Diversity and Inclusion

10 ATTITUDES
FOR MODERN TIMES

IS YOUR CULTURE READY
FOR THE ~~FUTURE~~ PRESENT?

How about discussing this together, so we can co-create new realities?

Feel free to **book a quick call**
or write to us at **hello@culturecode.cc**

Feel like meeting in person? Coffee is on us :)