



**culture 101:**  
**the core + the edge**



**rocket  
blue**

SWITCH ON POTENTIAL

# culture 101: the core + the edge

**What exactly is culture? What makes a culture great? How do you preserve that? What 'breaks' it? And if it is 'broken', how do you fix it?**

Fact is, there's a big difference between fluking a great culture, and with knowing what it takes to create, sustain and drive it. Or to start turning things around if, based on the feedback you're getting, your culture really does need a serious overhaul.

According to reams of research, it's actually the 'core' culture - how people feel about working at your company - that will determine, even during times of significant change, whether you'll thrive or not, and whether you'll also bring along all those amazing people you've employed.

***"If it isn't already, a focus on building and sustaining trust must become part of your DNA if you want your people to thrive and your profits to grow"***

**Penny Nesbitt, Culture 101**

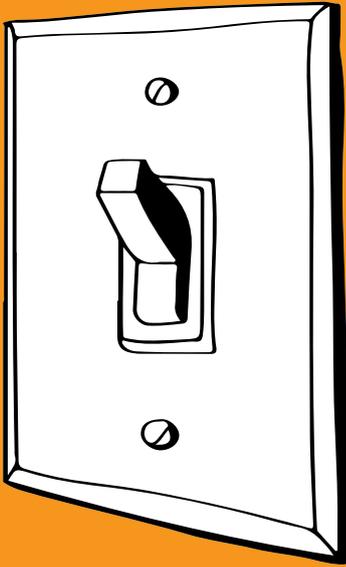
Based on The Four Keys to Culture outlined in Penny Nesbitt's book, culture 101: the core + the edge draws on rock solid brain science, science that's established the core conditions needed for people and organisations to thrive. And science that stacks up some pretty impressive numbers on what happens to productivity, profit, engagement and customer satisfaction when you get the core culture - the DNA of your organisation - right.

In short, get the core culture of your organisation right and the culture at the 'edge' - that place where your organisation and your people interact with each other, with clients, customers, suppliers and other key stakeholders, (and where things can change rapidly) - becomes far more flexible, agile and adaptable. No core = rigid edge!

In culture 101: the core + the edge, using tools such as Cameron and Burgess's Competing Values Framework, we'll work with a cross section of your people to assess how things are at the edge right now - things like skills, attributes and competencies. Based on your strategy and any major changes impacting you, we'll then get a picture of the 'to be' culture at the edge - what needs to stay, what needs to dial up and what needs to dial down.

At the same time, we'll look at the core using a variety of tools and methods that might include focus groups, mystery shopping, under cover boss and on-line surveys. Because we're also pretty passionate about strengths-based leadership (and the evidence behind why it's the way to go), we generally recommend using The Strengths Profile, along with any other assessment tools we all agree might help give us the full picture.

From here we'll make recommendations on how to work with what's needed at the edge, and how to build or maintain your core culture, using our talks that matter (see our separate flier) series of 2 to 3-hour culture hacks. Designed as stand-alone culture hacks, they also work together as one or two-day immersion workshops and align to any areas of The Four Keys where you find your culture needs it.



# why rocket blue?

**We've been in shoes like yours, both as leaders and team members, and we get what it feels like to be part of a great culture, a high performing team, where things are humming along, trust is high and productivity growing.**

We also know what it's like to be part of a pretty toxic culture where politicking, poor results, incivility and lack of commitment are rife, change is difficult and innovation elusive.

We've also worked with a wide range of organisations, both public and private sector, as they navigated their way through a variety of culture and change initiatives. Projects include QANTAS, Penguin & Pearson Publications, ISentia, the Department of Social Services, Elders Rural Services, the Department of Finance, the Office of National Intelligence and the ABC.



# penny nesbitt

*Penny Nesbitt is a highly experienced facilitator, speaker, and author who specialises in culture and change management, positive leadership, growing people and productivity through a strengths-based approach.*

Over many years, she has delivered workshops, lectures and motivational talks across AsiaPac to diverse groups of people, from graduates to senior executive level, across a broad cross section of private and public industry sector organisations.

In June 2017, she published her first book Culture 101: creating places where people thrive and profits grow which has received great reviews on Amazon and Goodreads.

She has also appeared several times on radio national ABC; was interviewed on radio 2UE and for HR Daily; has Emceed large charity events and corporate conferences; she presented several masterclasses on culture and change at two Convergence (Change Management) conferences and has been a regular contributor to Westpac's Ruby Connection website.

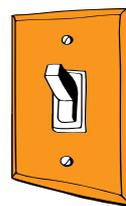
Penny has a reputation for presenting even complex material in a highly engaging, impactful, at many times light-hearted way, weaving stories and anecdotes throughout her delivery.

She is now a sought after key note speaker, facilitator and change management consultant and regularly presents, facilitates and collaborates on the following topics:

- Culture + Change Management
- The Neuroscience of Change
- Postive Psychology and Strengths Based Leadership
- Team Building (minus the paintball)
- Imaginistics: creating a culture of creativity and innovation
- The Power of Storytelling at Work

## contact

---



**rocket  
blue**

SWITCH ON POTENTIAL

**Penny Nesbitt**  
Director - Rocket Blue Pty Ltd

**Mobile +61 (0) 404 799730**  
**penny@pennynesbitt.com.au**

**www.rocketblue.com.au**  
**www.pennynesbitt.com.au**

---