

creating a human-centered culture

how to shift from me to we

REFLECT: LOOKING INWARD

The first step to create a culture that supports the needs and wants of your people is to take an internal look at the health of your organization. Be honest when evaluating the alignment between desired experiences and actual outcomes. Work to understand the opportunities, context, and constraints of your organization.

- Are you driven by your brand mission, objectives, and business goals?
- What do your customers say about you?
- What obstacles and pain points exist in your organization?
- How do you work as a team and as a company; where are there silos, gaps, overlaps, inefficiencies?

INSPECT: LOOKING OUTWARD

Understanding external influences sets you up to be proactive rather than reactive to the changes and disruptions in your business ecosystem. Being able to anticipate what is coming and innovate ahead of the curve allows you to reach and adopt new customer segments by providing innovative offerings that predict what customers will want before they even know they want it.

- What is your competitive market landscape?
- Who are the industry leaders?
- What external forces affect your bottom line?
- What trends are present in your industry?
- Are you meeting customer and employee expectations?

PROSPECT: LOOKING FORWARD

Process, culture, product, and service changes can be disruptive, but looking forward can help drive proactive results that serve the PEOPLE at the heart of your organization. Shifting your company mindset from ME to WE is a huge step in meeting the demands of today's consumers both internally and externally. Business leaders should work with their Internal teams to map out a future-state vision for who you want to be.

- What are our goals for the future?
- What processes will be affected by future change?
- What challenges can we anticipate as we look forward?

At andculture, a people-first culture is the foundation of every experience we deliver. Our human-centered approach allows us to develop a deep understanding of your people by identifying motivators, obstacles, and opportunities to maximize business outcomes. We lead future innovation and transformation goals with continuity and consistency from ideation through execution, achieving an uninterrupted and seamless engagement.

