

Cultiv8tiv

Cultiv8tiv

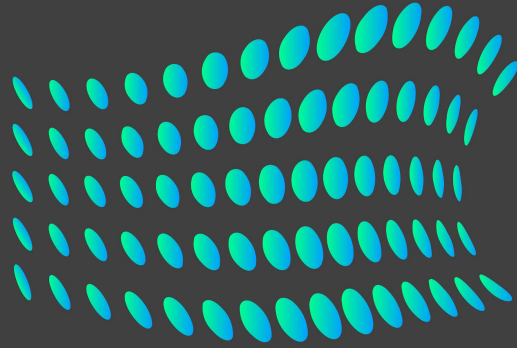
Brand Guidelines V1.1

Welcome to Cultiv8tiv,

We help CEOs and Senior Leaders to understand the organisational culture they have to build the culture they want.

Through anonymous assessment and AI we quantify the strength of an organisation's culture, enable benchmarking and provide analysis and insights across 12 key areas.

THE NAME



Cultiv8tiv

The Name, Cultiv8tiv, reflects the process of cultivating cultures. The process by which an organisation strives towards harnessing the power of their people so together they can do amazing things.

THE LOGO



The logo itself showcases the component parts of an organisation's culture, how it lives and breathes and has the potential to be awesome. The vibrant colours show the passion and energy that we have towards the importance of organisational culture.

Cultiv8tiv should be shown as per the logo- a capital C then the rest in lower case. Try to avoid using CAPITALS for the brand name

LOGO VERSIONS



Our full-color logo is our primary colorway - but only use it when displaying the logo on a dark grey background or other colour that will see the logo pop!

When displaying the logo on a photo or colored background, use the white or black version.



LOGO USAGE



Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



COLOURS

rgb(64, 64, 64)

hsl(0, 0%, 25%)

#404040

rgb(0, 207, 200)

hsl(178, 100%, 41%)

#00cfc8

rgb(89, 89, 89)

hsl(0, 0%, 35%)

#595959

rgb(0, 188, 222)

hsl(189, 100%, 44%)

#00bcde

rgb(38, 38, 38)

hsl(0, 0%, 15%)

#262626

rgb(3, 255, 246)

hsl(178, 100%, 51%)

#03ffff

rgb(0, 156, 151)

hsl(178, 100%, 31%)

#009c97

rgb(0, 164, 251)

hsl(201, 100%, 49%)

00a4fb

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

TYPOGRAPHY



Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Lato/ Arial Bold

Secondary Header Text

Lato/ Arial

Slogan Text

Lato/ Arial

James Leavesley Introduction



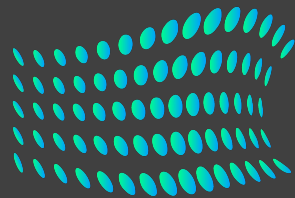
Social Media Management Platform



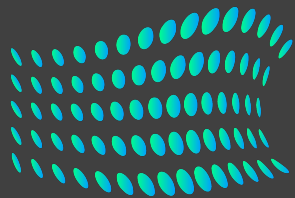
Deliveroo, but for Trade

Cultural Assessment Tool



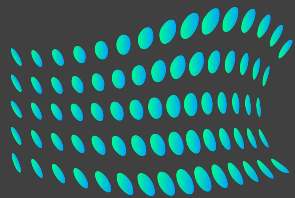


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What is organisational culture?



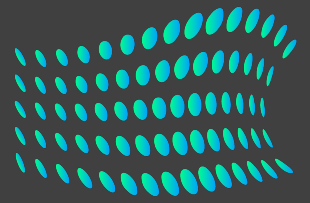
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“

Shared values, beliefs and assumptions
that govern the behaviour of individuals
within an organisation

”

What's in a Toxic Culture?

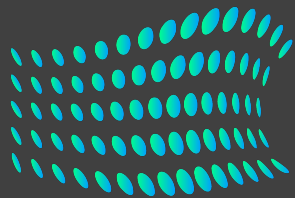


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Understanding a toxic culture...



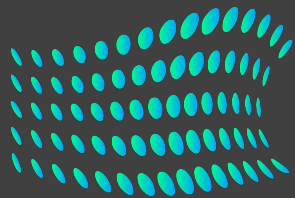


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“

A poor culture will always hold an
organisation back from achieving
its potential

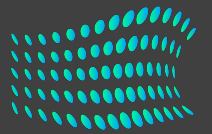
”



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What does a healthy organisational
culture look like?

Signs of a healthy organisational culture...



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**Motivated
employees**

**Total
Honesty**

**Two-way
Engagement**

**Happy
workforce**

**Workforce
Accountability**

**High levels
of Trust**

**Honest
Feedback**

**Respect
Leadership**

**Respect
Management**

**Goal
Alignment**

**Mutual
Respect**

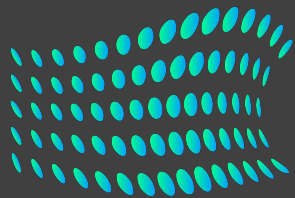
**Equity and
Fairness**

**Standards of
Behaviour**

**Ideation &
Innovation**

**Part of a
Community**

**Comfortable
with conflict**



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What are the benefits of a
healthy organisational culture?

Benefits of a healthy organisational culture...

**Financial
Performance**

**Increased
productivity**

**Reduction in
staff churn**

**The extra
mile**

**Greater
resilience**

More agile

**Customer
experience**

**Faster
innovation**

**Easier
Recruitment**

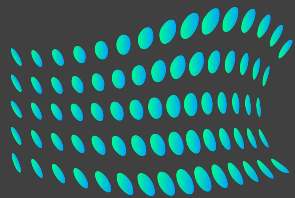
**Reduced
absenteeism**

**More
innovation**

**Reduced
stress**

**Enhanced
reputation**

**Improved
decision-making**



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The role of the leader

Role of the leader...

**Create the
vision**

**Empower
your team**

**Be open to
Change**

**Promote
transparency**

Set the tone

**Reward
Success**

**Be open to
Challenge**

**Encourage
Feedback**

Listen

**Show
Vulnerability**

**Address
Conflict**

**Encourage
collaboration**

**Articulate the
values**

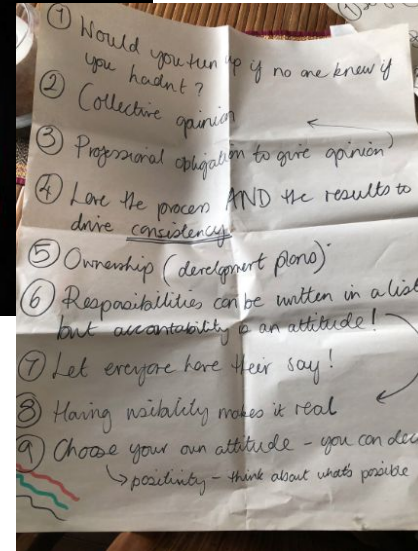
My Story...



PASSION LED US HERE

Anonymous Feedback

Team engagement



Desired
Values &
Behaviours

Making it real

Our Values...



Our Values...

- Energise at least one person every day
- Listen with Purpose
- Commit to the Challenge-
- Respect the Team
- Be Accountable
- Develop to be the best you
- Enjoy the Journey

PASSION LED US HERE



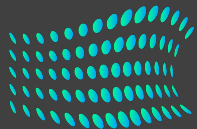
About Cultiv8tiv

About Cultiv8tiv

We seek to inspire organisations to harness the power of their people so together they can do amazing things...

We help CEO's and Senior leaders to understand the culture they have so they can build the culture they want.

Through anonymous assessment we quantify the strength of an organisation's culture, enable benchmarking and provide analysis and insights across 12 key areas.



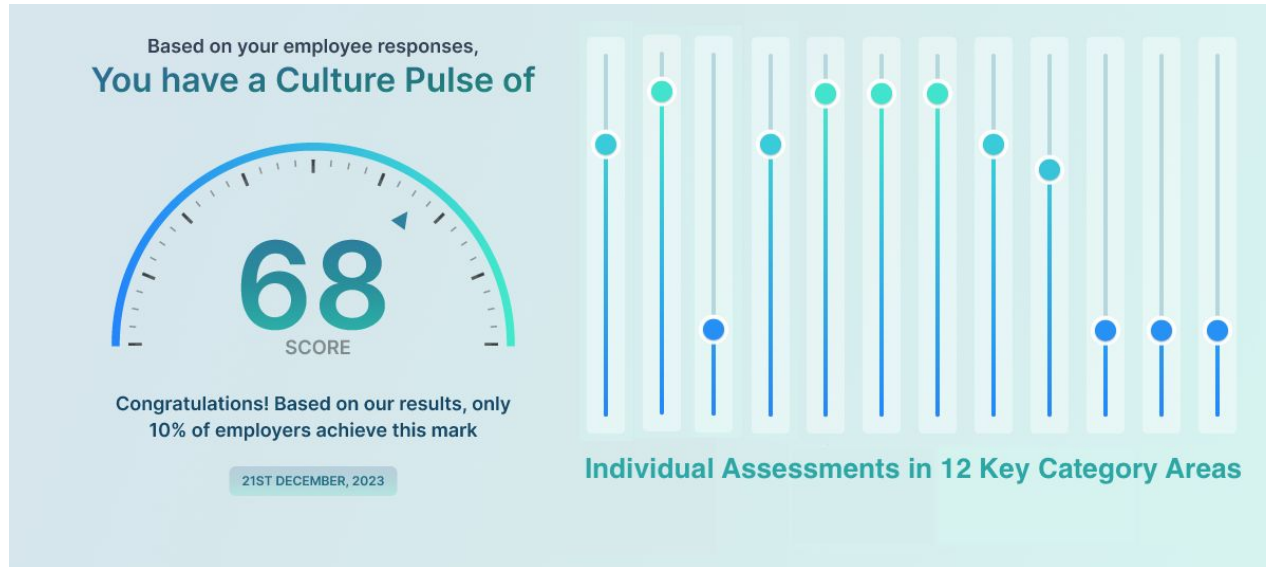
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About Cultiv8tiv



Independent and anonymous assessment. Quantify the healthy of organisational culture. Insight, analysis and opportunities to improve.



We assess the organisation's culture in 12 key areas...



A Purposeful Community

For organisations to deliver strong commercial outcomes and to fulfil their purpose, creating a supportive work community is imperative as it enhances employee well-being, reduces anxiety and enables everyone to flourish whilst purpose gives a shared ambition to aim for and an added meaning to employee work giving greater connection and advocacy to the company.



Value-driven Behaviours

Values, be they written or unwritten, are a key component of a healthy workplace culture because they clarify how the organisation and its people should interact and behave. Values drive the behaviours and expectations that the company believes are important to help create the right environment in order to achieve their goals.



The Leadership

Leadership is about guiding and impacting outcomes, enabling groups of people to work together to accomplish what they couldn't do working individually. The leaders/ leadership (i.e. those in 'leadership' positions) set direction and use both their actions and words to inspire trust and energy throughout the organisation.



Two-way Engagement

Two-way engagement encourages open communication between employees, management and the Leadership. It creates a platform for sharing ideas, concerns and acts as a feedback loop, fostering a transparent and honest communication channel. This includes clarity of communication from across all parts of the organisation and the extent that employees actively listen to one another.



Challenge & Change

Organisations are always changing, are driven and responding to external and internal factors. It is extremely important to ensure that the right conditions exist within the organisation so positive response and change can come from anywhere in the organisation, this change can then be tested, challenged and embraced by both leaders and employees.



Workforce Accountability

Accountability in the workplace ensures all employees are answerable for their actions, behaviours, and performance. Empowerment enables employees to take ownership of their work and contribute to meaningful decision-making, which leads to better job performance, higher employee satisfaction, and a stronger sense of commitment to the organisation.



Management

Managers guide and impact outcomes within their areas of responsibility. They set direction and use both their actions and words to inspire trust and energy within their teams. The role of management is integral to building a strong organisational culture that includes role-modelling the values and behaviours of the company.



Employee Motivation

Motivation refers to how driven and happy an employee is in their role. If an employee is motivated, they will have a sense of autonomy, mastery and purpose over what and how they perform their role, and are more likely to do a good job and work hard.



Mutual Respect

Mutual respect is a foundational element for building a positive and healthy organisation culture. It not only contributes towards the well-being of employees but also enhances collaboration, two-way communication, and overall organisational effectiveness.



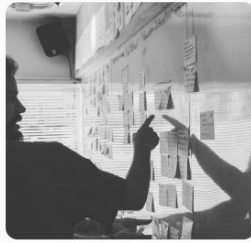
Empowered People

Empowerment enables employees to take ownership of their work and contribute to meaningful decision-making. An empowered workforce is proven to be associated with better job performance, higher employee satisfaction, and a stronger sense of commitment to the organisation.



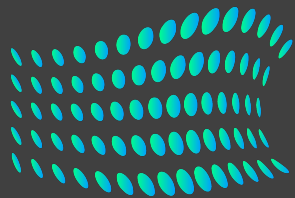
A Foundation of Trust

Trust is the foundation of a meaningful relationship between individuals throughout the organisation and is a key element of psychological safety, effective communication, challenge, teamwork, employee commitment and productivity. It leads to stronger working relationships, a healthier organisational culture and outcomes for employees and clients.



Organisational Pulse

The mood of an organisation is an important barometer, it summarises how people feel in the role they are performing and in the organisation in which they work. It is influenced by all the component parts of an organisation's culture and shows the impact that these have on the individual employee and customer outcomes and experiences.



Cultiv8tiv

Our mission is to help 10,000
organisations build awesome
cultures



TEAM
WORK