

# accelerant culture



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belong.  
be launched.

# invite your team out of hiding and into thriving

most people are spending time...

hiding their *inadequacies*,

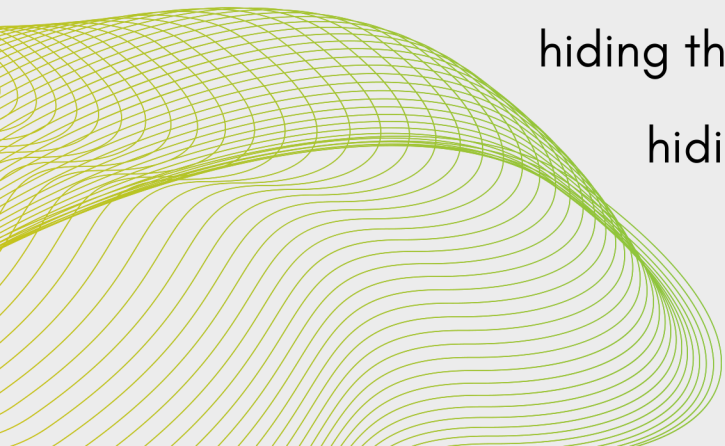
hiding their *uncertainties*,

hiding their *limitations*.

hiding.\*

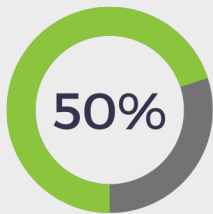
\*Robert Kegan

Author | Psychologist | Professor

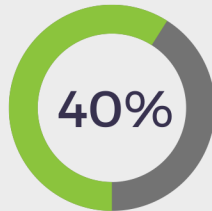




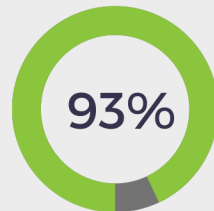
# challenge *absence of trust*



Employers with "high trust" environments have **50%** the turnover rate that other companies have.\*



**40%** of employees report feeling isolated at work, missing the levels of connection and belonging they'd like.\*\*



**93%** of employers indicated that a culture of belonging drives organizational success.\*\*\*

\* *Great Place to Work*

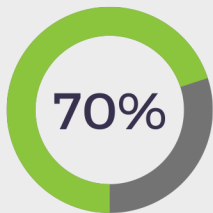
\*\* *Harvard Business Review*

\*\*\* *Deloitte*

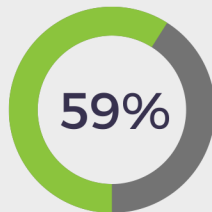




# challenge *lack of expectation*



**70%** of staff members are interested in leaving their current companies for one that's known for investing in employee development and learning.\*



Employees who are "engaged and thriving" are **59%** less likely to look for a new job.\*\*



Companies with strong learning cultures have up to **50%** better retention rates.\*\*\*

\*The Harris Poll

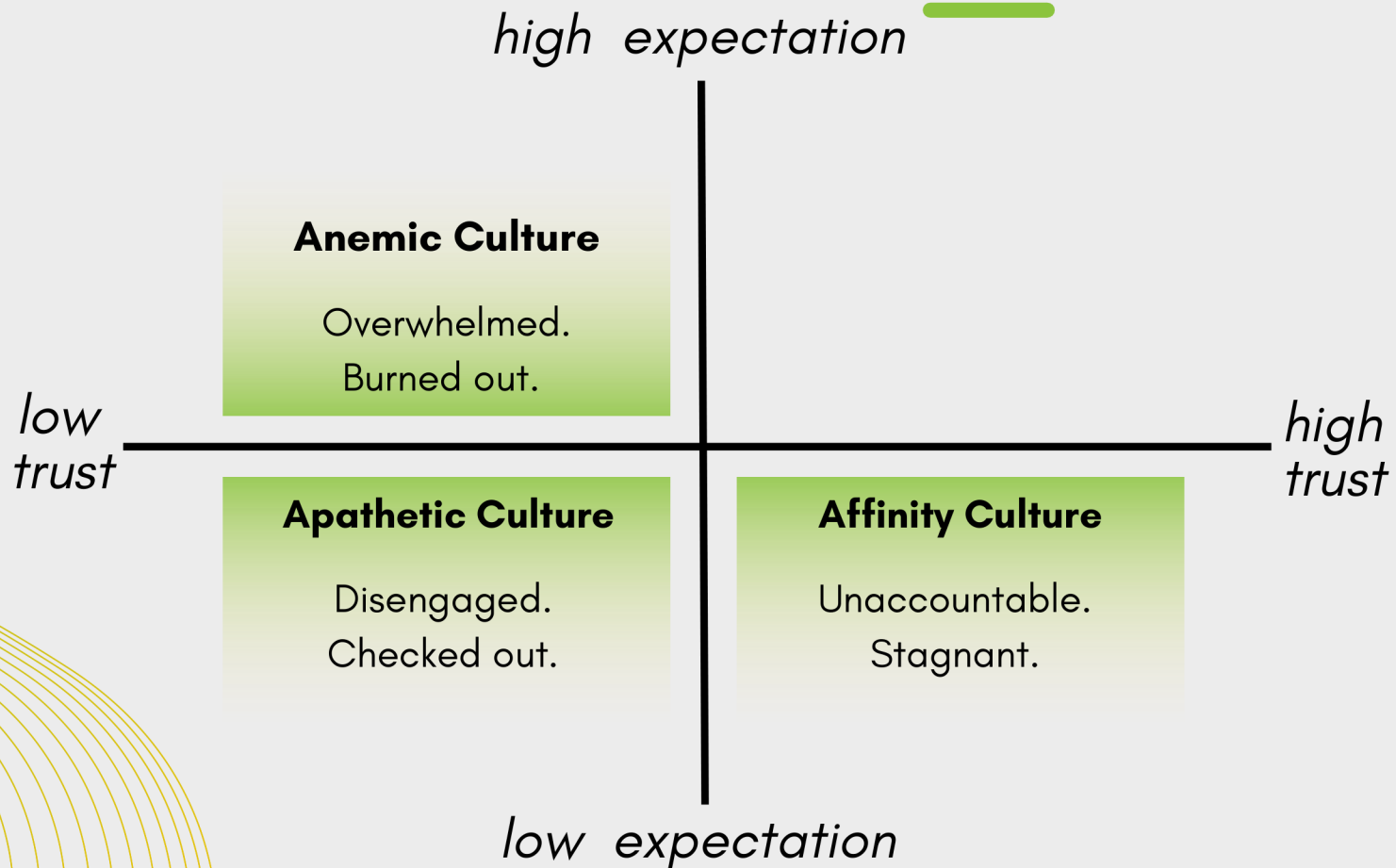
\*\*Gallup

\*\*\*Robert Half Talent





# when the balance is off



# what do we do?



## TRUST-FILLED SPACE

**Trust-filled** means that people know they are **seen, heard, trusted, believed, respected,** and **valued**.

Everyone gets to show up as fully themselves. This isn't lip service. It is a **felt experience**.

It means that when people step into space with you they know you are **rooting** for them, **reveling** in their wins, **rallying** around them in their challenges.

That you are **eager** and **earnest** to know them, to learn from them, and to collaborate with them - **prioritizing partnership over power**.

**EVERYONE GETS TO BELONG.**



## GROWTH-FOCUSED SPACE

**Growth-focused** means that there is an **expectation of development**.

That we get to show up as holistically ourselves, **and** that we know that isn't an excuse not to get better.

It means you **respect** others enough to believe that who they are today isn't the final version of **who they could become**.

It means we learn to process feedback and growth opportunities as **invitations** into something more, rather than **indictments** about who we are.

**EVERYONE GETS TO BE LAUNCHED.**



# framework

The Accelerant Culture™ framework is built around 4 inquiry-oriented practice areas, represented by the 4 circles you see above. You can think about these practice areas as "buckets of questions" that team leaders can use to help them lead their teams toward *better*. The 4 practice areas are:

- consistent enrollment
- continuing education
- collaborative engagement
- critical examination

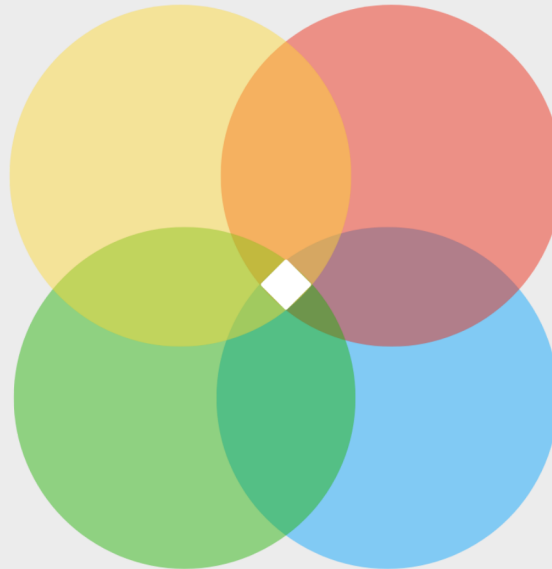
# practices

## CONSISTENT ENROLLMENT

Who are we, how do we know that, and how do we work to build alignment around it across our team in a way that engenders excitement and belonging?

## CONTINUING EDUCATION

What do we need to know, have, be, or learn to better equip ourselves to exercise our competencies and pursue the overall vision and values?



## COLLABORATIVE ENGAGEMENT

How capable are we to unpack competing narratives or dissimilar goals and negotiate for limited resources to create a win/win environment?

## CRITICAL EXAMINATION

How do we develop the security and transparency needed to have “what’s not working” conversations and feedback that lead to real change?

# process

## Launch

- Cultural Assessment that measures team member experiences within their team against the principles of Accelerant Culture (*sample available on request*)
- A workshop that covers:
  - the Accelerant Culture framework
  - how to activate it
  - a review of the assessment to suggest starting places for our next sessions

## Trajectory

- Cultural Mapping to allow teams to design their ideal culture and its necessary practices
- A series of workshops that explore:
  - the 4 practice areas of the framework
  - how they interact to accelerate "better"
  - what the practice areas look like in a given industry or on a given team







daniel juday

# founder

Daniel Juday works with companies from coast to coast, coaching them toward more inclusive and impactful culture. He's the founder of Accelerant Culture™ and has provided his services and material to over 100 companies and organizations, including globally-known and recognized brands.

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