



Signature Moments for Your People

Build strong teams and culture



Geared for Growth
Be Do Shift Transform



Culture is defined by the way members of an organisation or group relate to:

Each other, Their work, The outside world



The way we think we are

Perceived culture



The way we like to be

Desired culture



The way we are

Actual culture



The way we have to be

Optimal culture

What are Signature Moments?

EXPERIENCES are..

- Memorable
- Personal
- Revealed over time
- Useful
- Useable
- Enjoyable



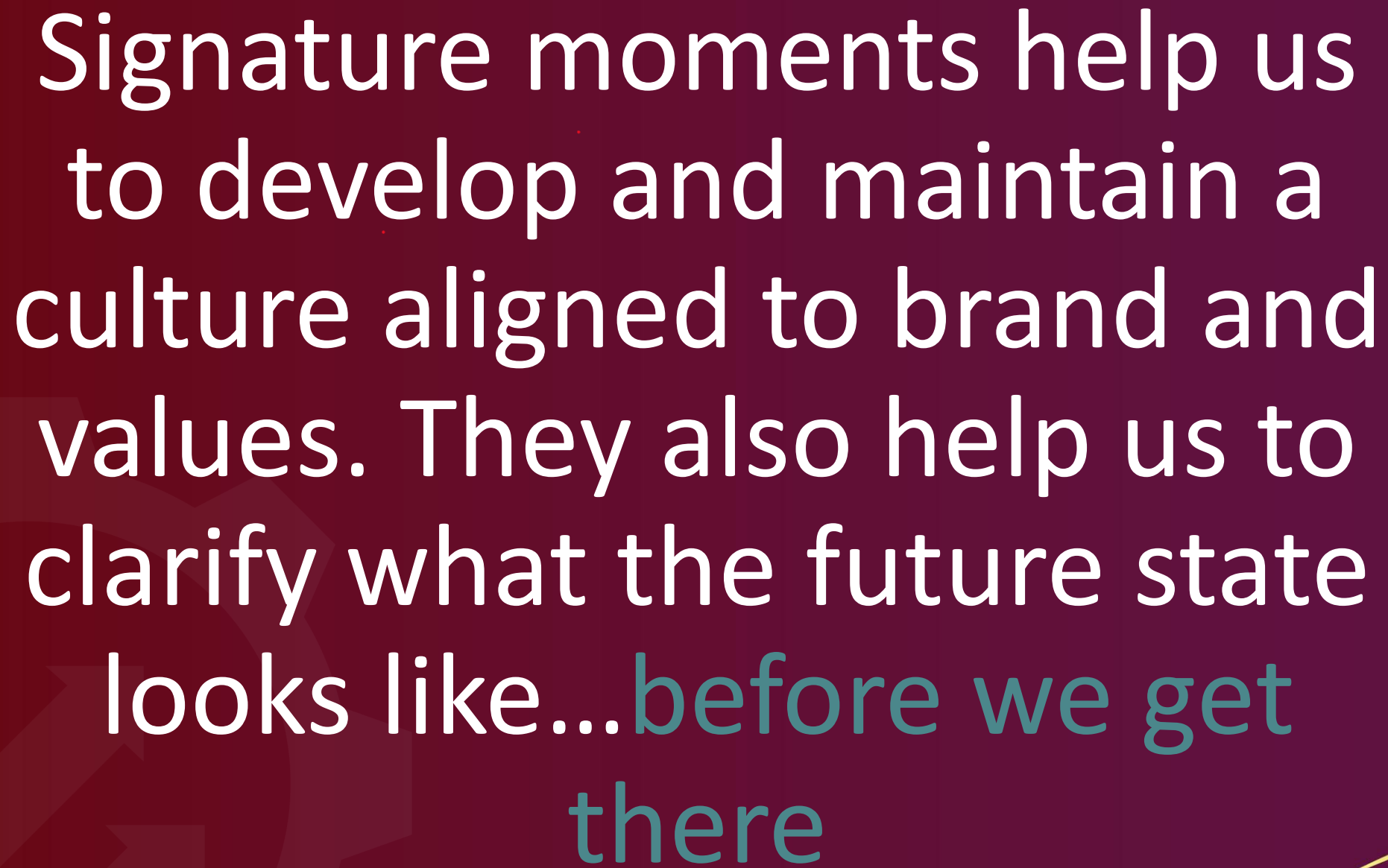
Criteria for Signature Moments

EXPERIENCES that..

- Entice
- Engage
- Extend

Employee Expectations





Signature moments help us
to develop and maintain a
culture aligned to brand and
values. They also help us to
clarify what the future state
looks like...before we get
there

Culture is a Journey and a Destination

What key moments / experiences can you give employees so they:

- Can see the future
- Believe you are serious about getting there
- Want to come too



Questions to consider when creating signature moments

What are the signature moments that will:

- Shift people to new routines or habits?
- Change the stories people tell colleagues and friends about the company?
- Change the way people use metaphors and symbols in daily conversations and rituals?



Business culture is the aggregation of shared beliefs and values that drive behaviour and decisions within your business on a daily basis. It's often demonstrated through artefacts or "things". It includes mindsets and motivations, unspoken assumptions, habits of thinking, group norms and climate, rituals and celebrations. Culture is basically the "way things are done here".



IT'S HOW
WE CONNECT



- To symbolise how Telstra was empowering employees to make the right decisions, the management team removed the need for travel approvals. Staff could simply make these arrangements on their own through the SAP system...and no, they did not see a spike in unnecessary travel.
- To give teams an experience of what it means to be 'self-managed' in an Agile world, Telstra invested in a series of Hackathons, where staff could choose agenda topics on the day based on what was of most interest to them.
- Senior leaders were invited on a panel to 'listen' and 'learn' rather than 'speak' to the audience.



- To demonstrate ANZ's commitment to collaborative problem solving, IT staff were given one Friday off normal duties every month to participate in a Hackathon, where they could form their own teams (comprising people right across the company) and solve a customer painpoint together.
- The rate of customer resolutions and employee engagement reached record highs during their "Push It" program.



- To demonstrate how serious they were about empowering staff to make their own decisions related to customer experience, Jetstar delegated decision rights about applying charges for excess baggage to ground staff at the airport.
- For the first time, airport staff could choose to apply excess baggage fees at their own discretion.



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