

The Cultural GAME Plan

Create A Passionately Engaged Culture

The best way to boost revenue, profits, fulfillment, fun, and performance in general, is to create an **emotionally engaged** and **emotionally agile** cultural identity. Without specific structures in place, you might be unintentionally disengaging your tribe. The brain needs structures to connect the heart to the workplace, to bring emotion in, so our teams know we care about them. To do this, you need a Cultural GAME Plan.



Growth
How are you helping your team aspire to greater knowledge and capabilities?

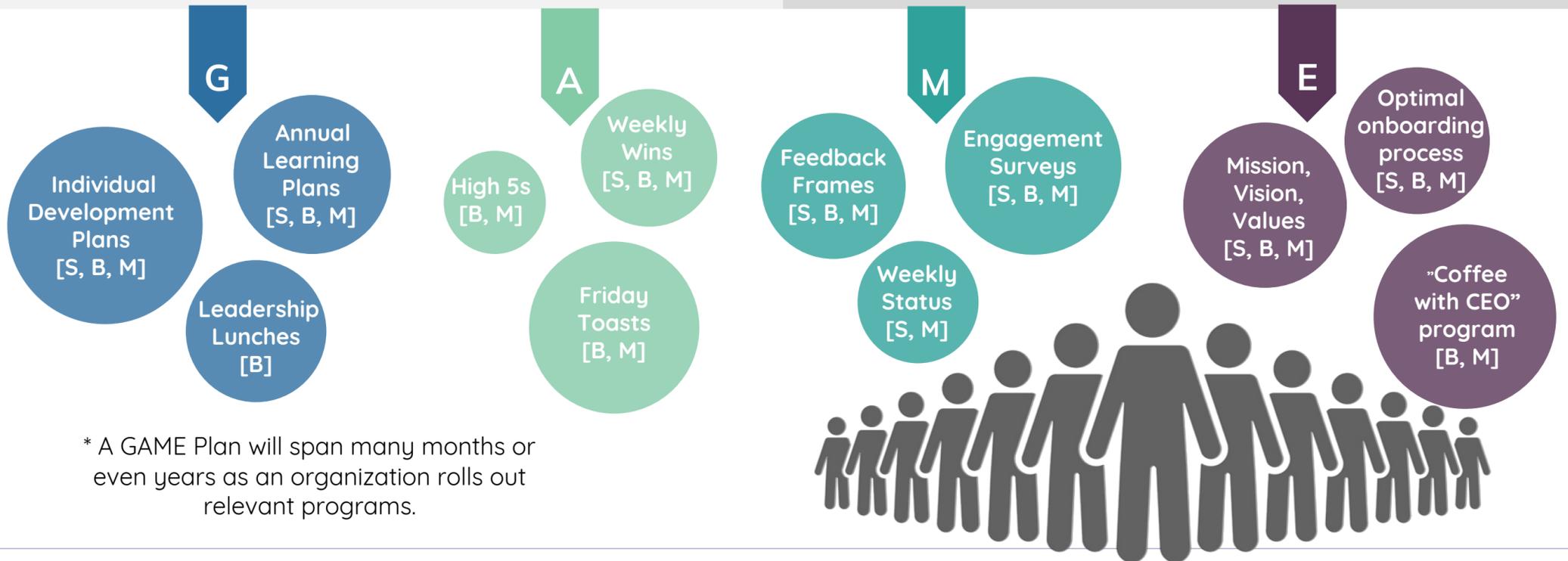
Appreciation
How are helping your team feel appreciated and valued?

Measurement
How are you ensuring your team performs and understands your expectations?

Engagement
How are you keeping everyone's hearts and minds focused on how much they love your organization?

Your Cultural GAME Plan needs to encompass safety, belonging, and mattering throughout the entire Employee Experience (EX), including **recruiting and onboarding**, **performance motivation**, and **ongoing talent optimization**.

Here's how to increase SBM through specific structures, tools, and rituals for growth, appreciation, measurement, and engagement. **Note how each part of the plan maps to SBM Index results (S for safety, B for belonging, and M for mattering):**



Our clients reap these benefits from implementing a GAME plan:

- Employee retention of **90+%**
- Increased profit per employee by **22+%**
- Increased performance of **35-50%**
- Decreased time to recruit open positions by **more than 50%**
- Increased emotional engagement, agility, and morale by **67-100%**

We can help you create your GAME plan! Contact us at <http://bit.ly/GAMEPlan>.