

CEEK – Intentional Culture

*Are you looking to differentiate your organization,
engage your team, and enhance trusted relationships?*



CEEK a Better Way®

In the words of famed management consultant and author, Peter Drucker – ***Culture Eats Strategy for Breakfast.***

While there exist many studies that demonstrate the impact that a healthy, positive culture and an engaged workforce can have on the bottom line, few organizations intentionally define, pursue, and evaluate the desired culture for the organization. CEEK offers a simple, yet effective framework to develop and implement an *Intentional Culture Plan* that will differentiate the organization as a provider of goods or services, desired employer, and contributing member of the community. In a world of commoditized products and services, CEEK helps your organization differentiate itself via “how” you do what you do.

What can we do for you?



Enhance Clarity

CEEK takes your organization beyond a list of values on the wall. We define the behaviors and rituals that demonstrate your values in action. We develop the products to help train, communicate, and coach. And we build the tools and processes to hire for the right fit and evaluate.



Engage Staff

Your staff will participate! We pursue and achieve consensus on a common language that builds accountability & trust for a shared culture of excellence. Employees are more inspired to serve each other and their clients in a manner consistent with the culture. Engagement scores rise.



Grow the Business

An engaged workforce is fertile ground for a growing and successful business. CEEK aligns and tracks progress of the culture against the goals of the organization’s strategic plan. As Gallup surveys repeatedly prove – when engagement scores rise, so too will business results.

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In RTP, NC & Fairfax, VA
Website: ceekllc.com

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Approach

Based upon our *7Cs Model™*, CEEK offers the expertise, tools, and processes to help your organization develop an inspiring and unique *Intentional Culture Plan*. We customize our approach to your business objectives and budgetary constraints. Whether you are looking to improve the dynamics within a single team or across an entire organization, we encourage you to contact us directly for a presentation of our methodology and how we can tailor it to meet your business needs.



Define the Culture

CEEK surveys the organization to assess the difference between professed and demonstrated values. We distinguish between “right-to-play”, core, and aspirational values. We employ a proven facilitation approach to articulate and select the desired *Behaviors* and *Rituals* to reinforce the desired values.



Share the Culture

CEEK develops communication and training products to reinforce the desired culture during employee orientation and beyond. Our signature “Credo Cards” offer a daily reminder to staff. We provide guidance and associated tools for necessary coaching to ensure the culture discussion continues.



Apply the Culture

CEEK works with the organization to adapt recruiting processes to hire for the right cultural fit. We provide guidance and templates to measure performance and hold staff accountable to behavior expectations. And we help your organization track progress and associated business results.



Example Project

Following a reorg within a Federal Agency, CEEK helped a new team define its culture...

CEEK surveyed the team and facilitated a series of brief meetings to define the mission, vision, values, and desired culture of the organization. We developed a plan for implementation in alignment with their strategy.



Output Achieved

The Team embraced a set of behaviors and rituals that set clear expectations...

The Team carries their “Credo Cards” everywhere and shares them with their customers in the Agency. Colleagues and customers have a clear understanding of how this team will operate – trust is high!



Sample Feedback

In response to the CEEK client that shared their culture plan output with a colleague...

He shared your “Credo Card” with me. WOW – it is really impressive. In the spirit of imitation being the sincerest form of flattery, I hope you don’t mind if I may copy it.

Congratulations!