



tribe
intelligent culture change



THE TRIBE CULTURE CHANGE SOLUTION

Imagine a future where a drive for excellence in safety, quality, wellbeing and efficiency are part of your company's DNA, and safer, smarter behaviour at work is what drives your workforce.

Our unique approach combines the science of culture change with the art of creative engagement. We challenge, inspire and excite people to drive a movement, create momentum and sustain it in the long term.

Drawing upon over 20 years of experience, we have helped many major national and international businesses to drive sustainable change, minimise incidents, create healthier, more productive workforces and even save lives.

“Making a difference globally, through our unique combination of art and science, to make cultures of together”



We know that people are at the heart of any organisational change and that if you want to change behaviour, you must first change people's attitudes, values and beliefs.

Whatever your starting point, our bespoke approach will address your unique challenges and opportunities, taking you on a customised culture change journey, to achieve your vision.

Our remarkable team of experienced consultants, trainers and creatives will bring your key messages to life and help you engage your workforce at every level.

We love to keep things fresh and will always look to incorporate the latest thinking and new technologies into your culture change programme, so that we really do make the difference.

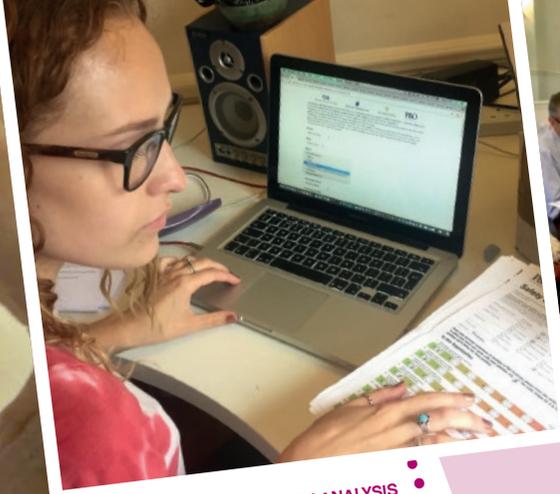
How to use the augmented reality (AR) feature:

- Ensure you have a data connection
- Download the Layar app from the iOS App Store or the Android play store
- Point the app at one of the pages displaying the AR icon and hit scan.



YOU SEE
HAVE YOUR SAY AND TOGETHER
MAKE LIFE ON BOARD SAFER THAN
BEFORE. MORE INFORMATION COMING SOON

AR LINKS TO ACCESS ONLINE SURVEY



SURVEY ANALYSIS

ACTIVATE

Why do people do what they do? Our research programmes, including your culture assessment, will help you discover the reality of your present culture.

To activate your culture change journey, we'll share our insight with your business leaders, agree the key behaviours required to drive change, and create a plan for how we will achieve your vision.



Culture review & research

Whether it's through culture assessment, reviewing your existing culture programme, pre-programme research or culture 'snap shots', we'll find the right research programme to kick start your campaign.

We know that the majority of the time your people do the right thing... so, we'll look for excellence as well as opportunities for improvement. Then we'll work with you to map out your improvement strategy - where you want to be and how you are going to get there.

AT A GLANCE

Culture review & research

- Question set and logistics planning
- Survey promotion
- Benchmarking

Senior leadership engagement

- Inspirational storytelling programmes
- Conversation skills coaching
- Personal development plans
- Just culture programmes

Steering team & strategy

- Strategy documents
- Communication road mapping
- Chairing committees
- Regular webinar support
- Online 'Engage' campaign forums

Vision creation & branding

- Programme identities
- Work code infographics
- Golden rules programmes

VIEW OUR 'ACTIVATE' SHOWREEL





LEADERSHIP SUPPORT FOR MONDELEZ INTERNATIONAL'S QUALITY CULTURE CHANGE PROGRAMME



Senior leadership engagement

We'll support your senior leaders, helping them understand the reality of your current culture and their critical role in driving change.

We'll work with them to articulate their vision for the future and coach them in what it takes to lead the journey.

Steering team & strategy

It's important that your people take ownership of the programme from the outset, so we'll work with your key stakeholders to agree the strategy, shape the programme and create an engagement roadmap, with a timeline for development and deployment.

We'll support local / regional steering teams to shape the programmes in their areas, helping them to support local champions and respond to specific feedback from conversations and engagement sessions.



WORK CODE PROGRAMME FOR HOLLAND AMERICA GROUP



Vision creation & branding

Using insight from your organisation, we'll help you create a vision statement and set of practical behaviours for your leaders to lead by and your workforce to follow.

We'll pull everything together with a set of creative, sticky messages to make the programme tangible and relevant, while providing clear and simple guidance so that everyone can get involved.



MOTIVATE

Drive the change at every level of your business, with a range of bespoke tools, technology and workshops - all based on our insightful analysis of your company's culture.

We use coaching, training and communications to help you address any skills gaps, we raise awareness with messages that really stick and help you nudge the behaviours that will make all the difference.

AT A GLANCE

Leadership development

- Influential storytelling
- Leadership coaching plans
- Immersive VR workshops

Communication toolkits

- Huddle cards
- Near miss and bright ideas boards
- Point of work nudge campaigns
- Augmented Reality

Employee engagement

- Walk-through inductions
- Situational awareness
- Accident recreation
- Hero storytelling

Events & experiences

- Live events
- Gamification
- Inspirational speakers
- Bespoke film
- Viral video campaigns

VIEW OUR 'MOTIVATE' SHOWREEL



VR LEADERSHIP TRAINING FOR TIDEWAY



IPSEN PHARMACEUTICALS
TOOLKIT & BRANDING

Leadership development

Our leadership development programmes will touch the hearts and minds of those who are crucial to driving your culture change - your leaders. Gaining their commitment, while giving them the skills to influence the attitudes, values and beliefs of others, will have dramatic and positive effects.

At the heart of our approach is promoting effective safety discussions - a question based, active listening approach that gets individuals to think differently about the job and risks they face.





TOOLBOX TALK 'HUDDLE CARDS' FOR BOMBARDIER TRAINS



"I WILL..." VIRAL VIDEO SHEQ CAMPAIGN FOR MONDELEZ INTERNATIONAL

Communication toolkits

Engaging your workforce is all about creating emotive messages that really stick. We'll give your campaign the 'stickiness factor' - something so memorable that it gets people talking and inspires them to take action.

Our talented team will work with you to design bespoke communication toolkits, including posters, guides, toolbox talk 'huddle cards', interactive induction tools, infographics, magazines, newsletters - whatever is right and relevant for your campaign, and your people.

Events & experiences

It's vital to make the most of those opportunities in the year, when you can get teams together to talk about important issues.

Tribe has supported clients in delivering memorable stand down events, safety days and drop-in events. Recent examples include quiz shows, virtual reality treasure hunts, immersive theatre experiences and viral video campaigns.

RIGHTWAY RESOLUTIONS PROGRAMME FOR TIDEWAY



Employee engagement

Whether it's through interactive workshops, consultant-led sessions, thought-provoking films, drama and live events, or e-learning training tools, we'll help you engage your teams, raise awareness, switch on lightbulbs and ultimately change behaviour.



CULTIVATE

Sustain the change in the long term with measurable continuous improvement programmes, including coaching and support for leaders.

Celebrate your success with Champions programmes that use engaging tools and techniques to drive the 'tipping point', where your people do the right thing... because they know it's the right thing to do.



AT A GLANCE

Champion development & toolkits

- Huddle cards
- Toolbox talks
- Interactive presentation tools
- 360° film

Coaching & support

- Personal improvement plans
- Advanced safety conversation coaching
- Moderating conversations on peer to peer sharing platforms

Reward & recognition

- Scheme branding, planning and development
- Hero programmes
- Filmed stories and engagement tools

Learning & sustaining

- Engage platform
- Dynamic notice boards with AR

VIEW OUR 'CULTIVATE' SHOWREEL



Champion development & toolkits

The success and sustainability of any social movement is all about having the right ingredients - the right messages delivered by the right people at the right time.

We'll help you identify those passionate individuals who will engage and inspire others. We'll train them so they understand their role in driving the change, and provide them with the soft skills to coach their colleagues. We'll also arm them with the tools to deliver engaging and impactful team sessions.





STATKRAFT TEAM BUILDING FOR CHAMPIONS



CARNIVAL CRUISES 'BRIGHT IDEAS' PROGRAMME



CROWD SOURCING SOLUTIONS WITH TRIBE'S ENGAGE PLATFORM



Coaching & support

Once your teams are established and your programme is in the deployment phase, we will work with you to provide an ongoing programme of support, to ensure that familiarity doesn't slip into complacency.

The coaching programmes can be team building, face-to-face or via webinar training with our experienced consultants.

Reward & recognition

We recognise that when things go wrong, it's important to focus on what can be learnt to make sure it can't happen again.

Equally important is recognising and rewarding the great things that are going on and finding the best ways to share these stories, to get people talking, acting and involved.

Learning & sustaining

Sharing learning, ideas and improvement opportunities is critical to developing a culture of excellence. Our social network hub 'Engage' is an online tool, providing your workforce with a platform to instantly share the outcomes of safety conversations.

It has a dynamic social media front-end and a powerful database driven back-end, so you can see what your people are talking about, identify risk hotspots, spot root causes and look for new opportunities to make things safer.

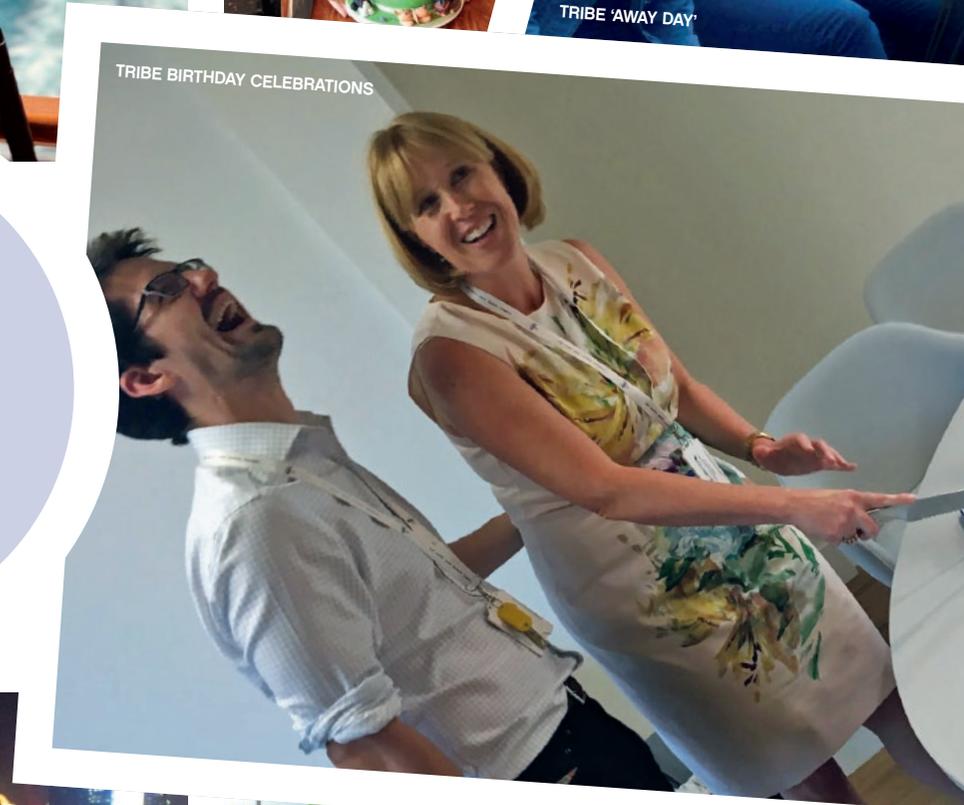
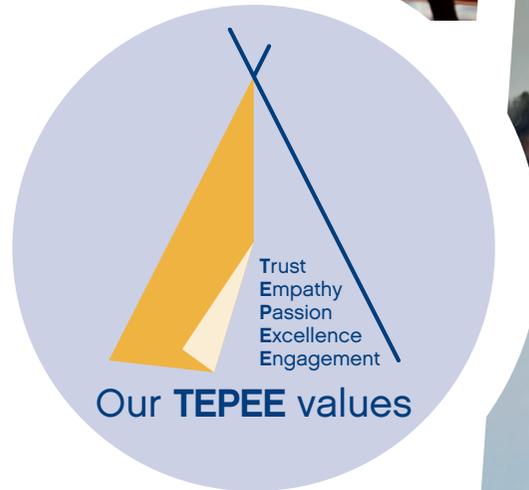
CULTIVATE

OUR PEOPLE

Each project is headed up by a lead consultant and supported by a project team, made up of the people with all the right skills to develop and deploy your programme.

We're justly proud of our team of highly experienced culture change experts, psychologists, presenters, actors, directors, developers, designers, content creators and project managers. Not to mention all the people behind the scenes who make our projects run like clockwork, from our base in the UK and around the globe.

We are passionate about driving our own culture of excellence, and what unites all our people are our TEPEE values of Trust, Empathy, Passion, Engagement & Excellence.





Join our Tribe!

We're always looking for new consultants to broaden our knowledge base.

If you feel you have the expertise and experience, and would like to join our Tribe, please contact mark.ormond@tribecc.com





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TRIBE South (Sales & Creative)

Building 1
Chalfont Park
Gerrards Cross
Buckinghamshire SL9 0BG

T: +44 (0) 1753 916899
E: info@tribecc.com

TRIBE North (Administration & Finance)

Metro House
14-17 Metropolitan Business Park
Preston New Road
Blackpool
Lancashire FY3 9LT

T: +44 (0) 1253 444100
E: info@tribecc.com

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www.tribeculturechange.com