

Culture Sprint

2022

Program Overview & Curriculum

3-Day sprint to align strategy and culture for impact and success



Program Details

What is the Culture Sprint?

The Culture Sprint is an interactive program that will lead founders, executives, and their teams through the methods and foundational elements that drive higher levels of success within organizations. This program guides you through a journey to reimagine three core questions:

- Who are we?
- How do we operate?
- How do we grow and sustain?

How much is it to enroll into the program?

- \$1,500 and includes up to 5 team members!
- \$250 for each additional team member.

Who is this program for?

This is intended for Founders, Executives, HR & People Leaders, and key team members. We highly encourage co-creation at all levels from your organization.

Where is this program taking place?

- Zoom!

When is this program taking place?

- Day 1 - February 2nd: 10:00am - 6:30pm EST
- Day 2 - February 3rd: 10:00am - 6:30pm EST
- Day 3 - February 4th: 10:30am - 3:00pm EST
- Followed by three months of peer group connections

Culture Sprint Curriculum - Concepts & Schedule

Day 1 - Design	Day 2 - Systemize	Day 3 - Sustain & Grow
Evolutionary Purpose	Strategic Direction & Culture Alignment	Creating Rhythms, Rituals, and Routines
Vision Setting	Performance Enablement Pt. 1	Culture Management - "The Culture Crew"
LUNCH BREAK	LUNCH BREAK	Cultural Governance
Guiding Values	Performance Enablement Pt. 2	
Organizational Manifesto and Narrative Building	Culture Experience - Stakeholder Relationships	
Culture & Brand Connection - Part 1	Culture & Brand Connection - Part 2	

Program Overview Continued

What are the post-sprint peer-group mastermind discussions?

The program includes three months of peer-group mastermind discussions after the three-day sprint. These sessions are facilitated to allow participants to reconnect, share updates, discuss challenges since implementing elements from the sprint and generate new ways to approach a challenge or question. The purpose is to access the wisdom and experience of the collective and to offer group support that helps a peer respond to an important and immediate leadership challenge in a better and more innovative way.

These sessions will be once a month and last 90 minutes.

What are some of the things that are included in the program?

- Digital workbook & resources to use during and after the session
- Access to a Slack community for continued learning, accountability, and collaboration
- Connection & Collaboration with other founders and leaders
- Post-sprint peer-group reconnect discussions and connections
- Your ticket to join us on zoom!

What was the experience like for past participants?

A hands-on program, the Culture Sprint is a great opportunity for start ups to come together as a team to develop organizational values, mission statements and the true "why" and heart of their organization. Not only is it a great way to meet others going through similar scenarios, it is a great way to connect with your team and learn along the way.

—Bailey Labonte, Principal - People, Culture & Employee Experience Partner @ Securonix



Thanks to all of the forethought, coaching, and support you offered me through the Culture Sprint and beyond. I wanted my team to work with you because I felt we had a one-time opportunity to get expert advice, while we were still at the beginning stages. With your help, we answered some hard questions, became aware of what hid in our blind spots, and we're still using what you taught us as we evolve and grow. I can't recommend the Culture Sprint and Perennial Culture enough. They were a pleasure to work with and still feel like they are with us on the journey to build a thriving and sustainable business.

—Ambrose WB, Founder @ Milwaukee Wellness Collective



I'm so grateful to have been part of the Culture Sprint group! As an HR/People Ops department of one in my small company, I can often feel isolated in the initiatives I'm trying to push forward, so one of the best parts of the program was the opportunity to connect with other people from all over the country who are committed to building culture first companies. Getting to discuss and learn alongside them provided so much inspiration and insight that motivated me to continue to put the work in to keep building culture at my own company. I also really appreciated all the hard work that the Perennial team put into providing practical, transferable resources for us as participants, including going out of their way to coach each of us through the different things we were thinking through on behalf of our orgs. I finished the program feeling more inspired and equipped to keep pushing forward culture-first initiatives at my company and among my colleagues!

—Sarah Gray, Operations & HR Manager @ Horizon Production

