

TEAM CULTURE CONVERSATION SYSTEM

A simple, repeatable way to turn engagement insights and workplace values into everyday team behavior.

THE BUSINESS PROBLEM

Organizations care about culture and engagement — but those priorities aren't consistently reinforced in everyday team behavior.

Even when surveys surface clear themes, managers often lack simple structure for acting on them in regular meetings.

As a result:

- Conversations about how teams work together are rushed or avoided
- Expectations and norms remain unclear
- Culture efforts feel heavy or short-lived
- Friction builds beneath the surface

Over time, performance suffers.

THE SOLUTION

The System embeds 10-minute conversations into existing meetings — turning engagement insights and values into consistent behavior.

You receive:

- **Structured Roadmap** – A clear annual sequence that reinforces the behaviors that matter most
- **Team Conversation Guides** – Self-facilitated, 10-minute discussions managers can use immediately
- **Progress Tracking** – Simple baseline and pulse checks to monitor behavior shift over time
- **Practice Tools** – Reinforcement cards and simulations that sustain habits between conversations

WHY THIS WORKS FOR BUSY TEAMS

- ✓ **Built for Real Team Meetings** — Strengthens how teams actually work together, not just what they believe.
- ✓ **Low-Lift** — Fits into existing meetings without adding another initiative.
- ✓ **Reinforces Behavior** — Builds habits through repetition, not one-time events.
- ✓ **Scalable** — Delivers consistent and structured rhythm across teams.

THE BUSINESS BENEFIT OF ACTIVATING WORKPLACE VALUES

Less Friction & Fewer Escalations

Clear norms reduce misunderstandings and prevent avoidable conflict.

Clearer Expectations & Alignment

Teams agree on how they work together - improving focus, accountability, and follow-through.

More Consistent Leadership Behavior

Engagement themes translate into everyday actions — not just reports.

Stronger Engagement & Trust

Teams contribute more openly and perform with greater confidence.



For organizations using engagement surveys and leadership programs who want managers to turn insights into measurable results.

Schedule a call: <https://calendly.com/bethridley1/culture-conversations>