

Creating workplace cultures that are environmentally-aware, safe and healthy

Tribe Culture Change

In various guises, Tribe Culture Change has been helping companies improve behaviour and culture for the last 30 years. We have a unique approach that combines the science of culture change with the art of engaging audiences with creative, 'outside the box' solutions.

Because of the work Tribe does with clients, lives have been saved, incidents minimised and workplaces have become healthier and more productive.

Our unique approach

Every one of our clients is unique, so Tribe offers a bespoke solution for each one, based around our three-step approach, Activate, Motivate, Cultivate. This model addresses your specific challenges and opportunities, taking you on a customised culture change journey to achieve your vision.

Activate

Discover the reality of your present culture, agree what success will look like, what behaviours will drive the change and shape a plan to get you there.

Motivate

Drive the change at every level with expert consultants to coach your teams, engaging tools and sticky messages to raise awareness and nudge the behaviours that will make all the difference.

Cultivate

Sustaining the change in the long term with measurable continuous improvement programmes to drive a tipping point where your people will feel confident to do the right thing, because it is the right thing to do.



Full AMC Programme: National Highways

This programme encompasses the full Activate, Motivate, Cultivate Tribe approach. It's for organisations who want an entire culture change programme. It features:

- **Activate:** culture assessment, leadership engagement, strategy and planning (roadmapping), culture and vision messaging
- **Motivate:** leadership support, employee awareness, briefing tools, interactive training
- **Cultivate:** conversation coaching, champion development, reward and recognition schemes, measurement.

We delivered an ambitious, complex programme to build a mature, proactive culture of health, safety and wellbeing awareness throughout the organisation and its varied delivery partners working across England and Wales' road network.

"The team at Tribe are so creative, professional and informed. They bring a wealth of experience and knowledge from so many sectors. We would have really struggled to approach our cultural change challenge in the way that we have without the support from Tribe."

Louise Jones Head of Customer Engagement and Assurance, National Highways

"The great thing with Tribe is they work with you, not for you. It feels like a genuine partnership, and they have become an integral part of driving the culture of our business. Thank you."

Andy Alden Mission Zero UK Lead, RWE Generation UK

Culture Assessment: RWE

Our Culture Assessments are for organisations wishing to understand where they currently are culturally. You'll gain a thorough analysis of your organisation's current attitudes, values and beliefs. Each Culture Assessment project features:

- Questions and logistics planning
- Focus groups
- Survey promotion
- Benchmarking against other organisations so you know where you sit on the cultural maturity index and against other organisations.

We carried out Culture Assessments on RWE's ten UK sites and the feedback gave the Senior Leadership Team the insight to change their own priorities.

Strategic Roadmap: JLL

You may have previously carried out a culture assessment and now require a plan of tactical elements to shift the culture. We can provide the plan or also support with implementation.

Based on your organisation's individual needs, your roadmap may include a mix of:

- **Leadership support:** storytelling, coaching plans, immersive workshops
- **Employee awareness:** inductions, awareness campaigns, accident recreation, hero storytelling
- **Supervisor briefing tools:** huddle cards, nudge campaigns, augmented reality
- **Interactive training:** e-learning programmes, live and virtual events, bespoke film, viral campaigns.

To help JLL realise their global cultural aspirations, their strategic roadmap featured elements including an annual Global Safety Week, holistic health, safety and wellbeing workshops, 360 immersive films and incident case studies.

"Tribe suggest ways to improve your Culture Assessment results. Their creativity and their ability to create a consistent health, safety and wellbeing message makes them stand out."

Mick Moore Executive Director, Global HSSE Lead, JLL

"It's still early days but there's a lot more talk about safety. People are starting to realise that ticking a box and passing an audit isn't good enough. They're starting to put themselves in the other person's shoes and they realise there's a person behind it all."

Steven Davis Health, Safety and Environment Manager, whg

Chrysalis Culture Hub: whg

Covering all stages of the Activate, Motivate, Cultivate approach, Tribe's Chrysalis Culture Hub is an online platform packed full of expert advice, the latest culture change research, as well as communication and engagement tools needed to drive momentum within your organisation.

- **Tools:** download a wealth of practical engagement and culture change tools
 - **Insight:** access a library of health, safety and wellbeing culture change research and insight documents
- **Community:** network with fellow health, safety and wellbeing professionals
 - **Blog:** access thought leaders' regular opinion pieces from Tribe's expert consultants.