



Company Culture

An Evergreen Seminar Series with One-on-One Support Course Overview and Instructor Bio

The 'Father of Management,' Peter Drucker, famously said that culture eats strategy for breakfast. Entrepreneurs who've started their company without intentionally creating the right corporate environment will struggle to achieve even the most inspiring vision. Especially during difficult times, stepping back to reassess what that culture can be is vital to succeeding. This series is an excellent opportunity for business owners to revisit their culture guidelines if they have them or finally put them in place if they do not.

Overview and Time Commitment:

This five-session program will meet in-person at the Evergreen offices: 2 Kingsland Ave. Brooklyn, NY 11211. All classes will take place Thursdays from 10:00am to 12:00pm starting on Thursday, October 24th as per the schedule below.

This series combines in-person classes with one-on-one expert advice for participants to build on the work they begin in class. Each participant will receive one 90-minute session, via Zoom, with the instructor to get assistance applying the class concepts to their unique business.

In addition, students should expect to spend at least one to two hours per week, outside of class, working on additional homework, review and preparation.

Class Schedule:

Classes will be held at the Evergreen offices: 2 Kingsland Ave Brooklyn NY 11211. All Strategy Sessions will take place via Zoom and participants will be able to sign up for specific times after participation is confirmed.

All classes will be in-person and take place from 10:00AM to 12:00PM on the following four Thursdays with the final class taking place on a Tuesday:

Session 1 October 24, 2024

Session 2 October 31, 2024

Session 3 November 7, 2024

Session 4 November 14, 2024

No class 11/21 or 11/28

Session 5 December 3, 2024 (Tuesday!)

One-on-one Strategy Session:

- Week of 11/21

Who Should Attend / What to Expect:

Business owners with at least six months of experience (or much more!) who feel like they don't have a company culture or who are interested in building their company culture. Business owners or relevant staff who can make culture-related decisions for the business should attend this seminar. This is also relevant for solo-entrepreneurs, especially if they plan on having employees soon. Businesses that are both B2B and B2C are encouraged to participate as the B2B landscape is shifting rapidly.

Learning Objectives

- Understand that culture is not about amenities, but rather about the environment and systems within your business
- Clearly define the company purpose, values, and leadership philosophy
- Create an action plan to implement corporate culture guidelines
- Reflect on the current leadership and where it must stretch to build this corporate culture
- Assess how to navigate change and grow your company

Class Descriptions

Session 1. Defining Company Culture

This first class will lay the foundation of creating the culture you want and that your company needs to succeed. The key takeaways include: Identifying the purpose and values of the company and how they relate to both the internal employee experience and external customer experience.

Session 2. Your Role in Driving Culture

The second class builds off of the previous week reflecting culture back to the leadership source. The key takeaways include: Identifying the company leadership philosophy that will be used for hiring of all staff and training of all managers.

Session 3. Creating Congruency with Staff

The third class looks at how the values and purpose defined in class one impact both

the systems and environment for employees within the company. The most important aspect of this class is understanding that the experience you want for your customer must match the experience you deliver to your employees. The key takeaways include: Creating corporate culture guidelines for the company, identifying any operating systems needed to be put in place, discovering what actions you must take to build the environment you defined in week one.

Session 4. Delivering the Customer Experience

The fourth class will focus on recognizing that our product is only a medium to deliver a curated customer experience whether you work B2B or B2C. If you're still competing on product versus experience, you'll struggle to grow. The key takeaways include: Using your purpose and values to define marketing messaging and strategies to deliver your experience.

Session 5. Navigating Change

In the last class students will present their finalized purpose statement, values, and leadership philosophy. We will wrap up the series discussing how to navigate change to implement the newly defined culture and overcome speed bumps that arise during periods of growth.

About the Instructor:

About Ask Holly How: Ask Holly How is a culture-first business consultancy founded on the principle that successful entrepreneurship resides at the intersection of self-evolution, business growth, and the creative pursuit.

Ask Holly How works with Creative Entrepreneurs who are building locally and growing globally. They are risk takers by nature, with an expansive mindset for growth, who are driven by a sense of possibility. By catalyzing culture change, constructing a stable infrastructure, unifying teams, and clarifying the company vision, her clients gain creative freedom, financial prosperity, and a clear path towards generating their legacy.

About Holly Howard: Since launching Ask Holly How in 2012, Holly has worked with over 1000 businesses through her private consulting and business growth program. She has a rich background as a professional ballet dancer, Board-Certified Music Therapist, medical researcher, bassoonist, VP of Operations and Finance, and former Visiting Professor of Business at Pratt Institute and former Faculty Member of Rhode Island School of Design. She holds a degree in Music Therapy from Berklee College of Music, A Certificate in Pre-Medical Sciences from Columbia University, and a Graduate Certificate in Religions of the World from The Harvard Extension. Holly is the host of the Cultures [w/n] Capitalism podcast and she is at work on her first book. Holly is also the 2nd place winner of the 2023 FemMullet Champ Competition. Each

of these pursuits has allowed her to shape her approach and philosophy to helping entrepreneurs grow their businesses without sacrificing their souls.