

CULTURE & VALUES

Helping organisations create cultures where people, leadership and performance thrive



Challenge with Care

Dialogue • trust • constructive challenge



Unlock Potential

Growth • possibility • capability



Create Lasting Change

Strong roots • sustainable impact • legacy

Thoughtful challenge. Untapped potential. Change that lasts.

MY BELIEF

Culture shapes how work happens every day

Culture is one of the most powerful influences on organisational success.

It shapes how decisions are made, how leaders lead, how teams collaborate and how people experience work every day.

The challenge

Too often, values remain words on a wall rather than behaviours that guide everyday action.

Culture changes when organisations create clarity about what matters, translate values into meaningful behaviours and support leaders to role model those behaviours consistently.

YOU MAY BE HERE BECAUSE

The culture you want is not yet the culture people consistently experience

Values are visible, but not consistently lived

People know the words but are less clear about the choices and behaviours behind them.

Leadership experiences vary too widely

Teams experience different expectations, priorities and standards depending on who leads them.

Strategy and everyday behaviour are disconnected

The organisation knows where it wants to go, but the culture is not yet helping it get there.

Change is creating uncertainty or fatigue

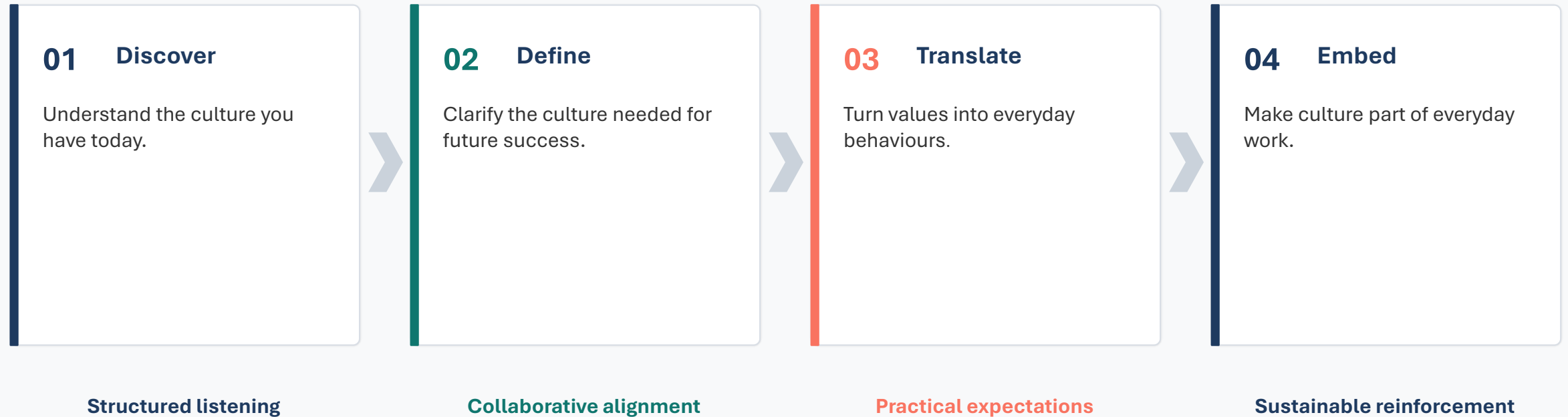
People need greater clarity, ownership and practical support to translate intent into action.

The starting point is not a pre-set programme. It is understanding the real opportunity, the people affected and the smallest useful intervention.

THE CULTURE JOURNEY

A practical, people-centred approach

Creating cultures that support organisational performance and colleague experience.



THE CULTURE JOURNEY

1. Discover

Understanding the culture you have today.

Together we explore what is helping and hindering success through structured listening, insight gathering and stakeholder engagement.

ACTIVITIES

- Leadership interviews
- Stakeholder conversations
- Employee focus groups
- Engagement and culture insight review
- Strategy and people review

OUTCOMES

- **Clear picture of current culture**
- **Cultural strengths and opportunities**
- **Areas of misalignment**
- **Evidence-based recommendations**

THE CULTURE JOURNEY

2. Define

Clarifying the culture needed to support future success.

Through collaboration with leaders and colleagues, we create a shared understanding of the values, principles and cultural aspirations that will support organisational goals.

ACTIVITIES

- Values development workshops
- Leadership alignment sessions
- Co-creation activities
- Cultural vision development

OUTCOMES

- **Organisational values**
- **Culture principles**
- **Shared language and understanding**
- **Leadership commitment and alignment**

THE CULTURE JOURNEY

3. Translate

Turning values into everyday behaviours.

This is where culture becomes practical. Values are translated into clear behavioural expectations that help people understand what good looks like and how they contribute to organisational success.

ACTIVITIES

- Behaviour framework design
- Leadership expectations
- Team effectiveness discussions
- Values-led decision-making principles

OUTCOMES

- **Values and behaviours framework**
- **Clear behavioural expectations**
- **Consistent leadership standards**
- **Practical guidance for teams**

THE CULTURE JOURNEY

4. Embed

Helping culture become part of everyday work.

Long-term change happens when values are brought to life through leadership, conversations, systems and daily experiences.

ACTIVITIES

- Leadership workshops
- Team conversations
- Manager toolkits
- Communication support
- Culture activation planning

OUTCOMES

- **Greater behavioural consistency**
- **Stronger leadership credibility**
- **Increased employee connection**
- **Sustainable cultural change**

CLIENT SOLUTIONS

Culture Health Check

BEST FOR

Organisations seeking a clear and objective understanding of their current culture.

TYPICAL DURATION

2-4 WEEKS

CLIENT OUTCOME

A clear and evidence-based understanding of the culture you have today and the actions that will have the greatest impact tomorrow.

WHAT YOU RECEIVE

- Stakeholder interviews
- Culture diagnostic
- Insight summary
- Strengths and risks analysis
- Leadership feedback session
- Prioritised recommendations

CLIENT SOLUTIONS

Values Into Action

BEST FOR

Organisations creating, refreshing or embedding organisational values.

TYPICAL DURATION

6–10 WEEKS

CLIENT OUTCOME

A practical behavioural framework that creates clarity, consistency and alignment across the organisation.

WHAT YOU RECEIVE

- Values development workshops
- Leadership engagement
- Values definitions
- Behaviour framework
- Communication messaging
- Launch recommendations

CLIENT SOLUTIONS

Culture Transformation Partnership

BEST FOR

Organisations looking to create meaningful and sustainable cultural change aligned to strategic priorities.

TYPICAL DURATION

3-12 MONTHS

CLIENT OUTCOME

A stronger culture that supports organisational performance, leadership effectiveness and colleague experience.

WHAT YOU RECEIVE

- Culture diagnostic
- Values and behaviours framework
- Leadership alignment
- Workshop facilitation
- Embedding strategy
- Advisory and coaching support
- Culture activation planning

CHOOSING THE RIGHT STARTING POINT

Three clear routes into the work

The right offer depends on the question you need to answer and the change you are ready to make.

Need an objective view of what is happening now?

Culture Health Check

DIAGNOSE

Need to create, refresh or bring values to life?

Values Into Action

DEFINE + TRANSLATE

Need coordinated, sustained culture change?

Culture Transformation Partnership

DISCOVER TO EMBED

Not sure where to begin? A focused introductory conversation can clarify the problem, desired outcome and proportionate next step.

WHY ORGANISATIONS PARTNER WITH ME

Practical experience. Human delivery. Commercial awareness.

01 Practical Experience

Real-world experience leading culture, values and behavioural initiatives within complex organisations.

02 Behaviour-First Approach

Translating aspirations into observable actions that people can understand and apply.

03 Leadership-Centred Thinking

Working with leaders to role model the behaviours they want others to see.

04 Human-Centred Delivery

Creating engagement through involvement, conversation and ownership rather than compliance.

05 Commercial Awareness

Connecting culture to organisational effectiveness, employee experience and business performance.

EXPERIENCE BEHIND THE OFFER

20+ years across culture, leadership, talent, coaching and organisational change, including leading the creation and launch of organisational values and receiving a CEO Award in 2025.

THE VALUE YOU CAN EXPECT

By the end of our work together, you will have:

- ✓ Greater clarity about the culture you want to create
- ✓ Values that are more than words
- ✓ Behaviours that people understand and recognise
- ✓ Leaders who are aligned and consistent
- ✓ Teams that collaborate more effectively
- ✓ A stronger connection between culture, people and organisational success

Values become meaningful when people can see them, use them and experience them consistently.

Let's create a culture people can believe in and experience every day.

Thoughtful challenge. Untapped potential. Change that lasts.



Start a conversation

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