

# PERSUASIONPOINT'S CULTURE TRANSFORMATION

## What does cultural transformation look like?

Building a healthy workplace culture takes more than good intentions. It takes real commitment to your values. And it takes a willingness to roll up your sleeves and do the work so that your stakeholders *know* (not just hope) that they can trust you to look after their best interests.

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**Respect** → **Grace**

Go beyond the “tolerance” of our differences and give everyone the benefit of the doubt!

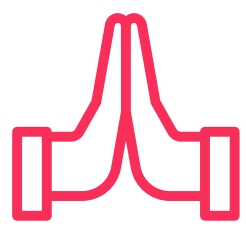
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**Allyship** → **Kinship**

Do more than cheering from the sidelines and build meaningful, authentic relationships!

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**Trust** → **Faith**

Do you want your team to trust you'll avoid the wrong thing - or have faith you'll get it right?

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**Superficial Connections** → **Community-building**

People have more to offer than their job descriptions. Be open to embracing the whole.

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**Candor** → **Compassion**

Communication is a two-way street. Make sure you are listening, not just being heard.

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