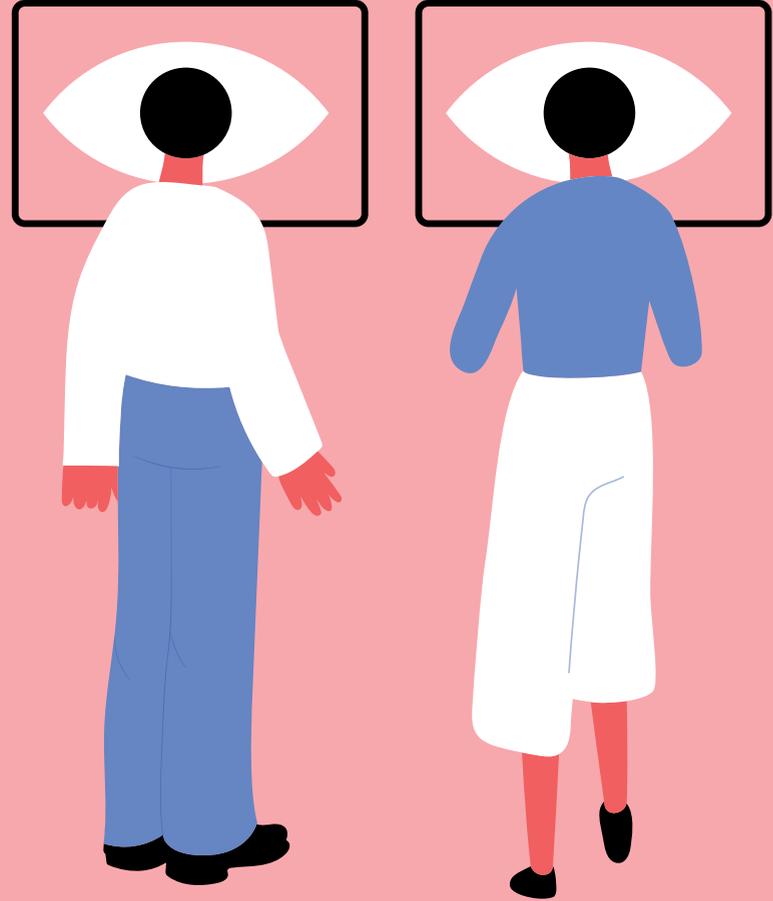


**Cultural Advantage
in a Changing World**

Prepared by Principals

PRINCIPALS

Cultural Advantage in a Changing World



Cultural Advantage in a Changing World

Cultural Advantage is the degree to which your people will advocate for your products and services and for you as a place to work.



Drivers of Cultural Advantage



Driver 1

Proud to Work For Our Organisation



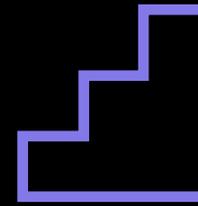
Driver 2

Confidence in Our Leaders



Driver 3

The Right Team Culture to Succeed



Driver 4

Opportunity to do my Best Everyday



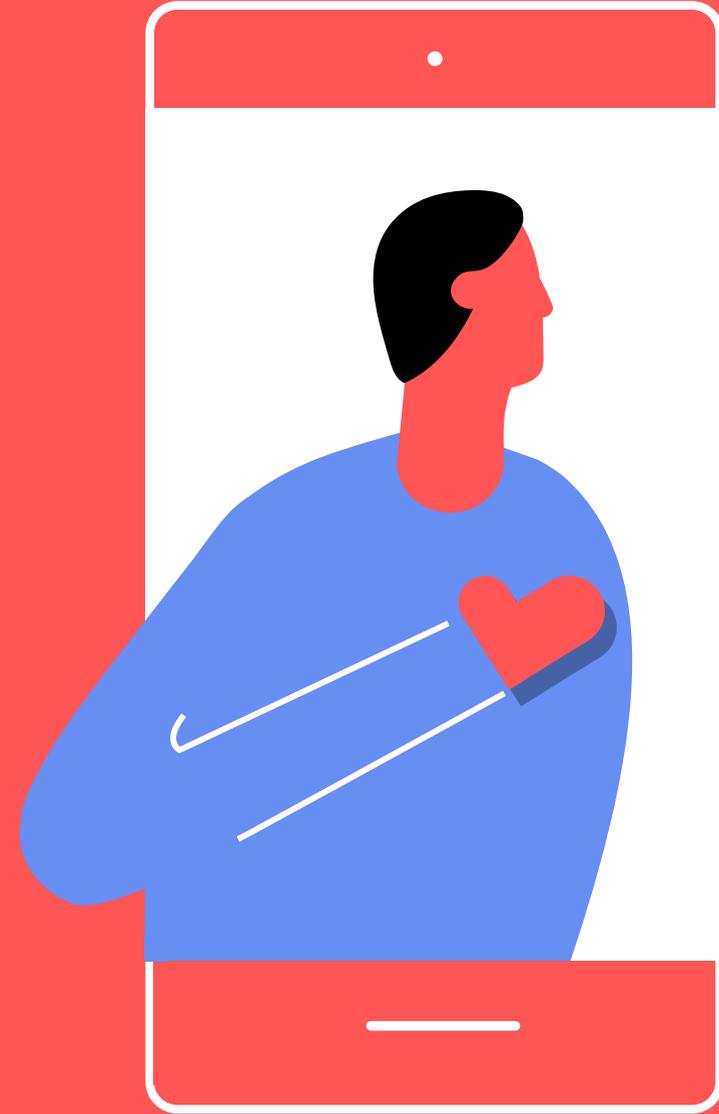
Driver 5

Reputation is Seen as critical to our success



Driver 1

Proud to work for our organisation



Proud to work for our organisation

- What makes you and your people proud?
- How do you celebrate this?
- What systems and processes are in place to protect or maintain this?
- How strong is the sense of 'one-team' within your organization?
- Do your colleagues share your commitment to quality?

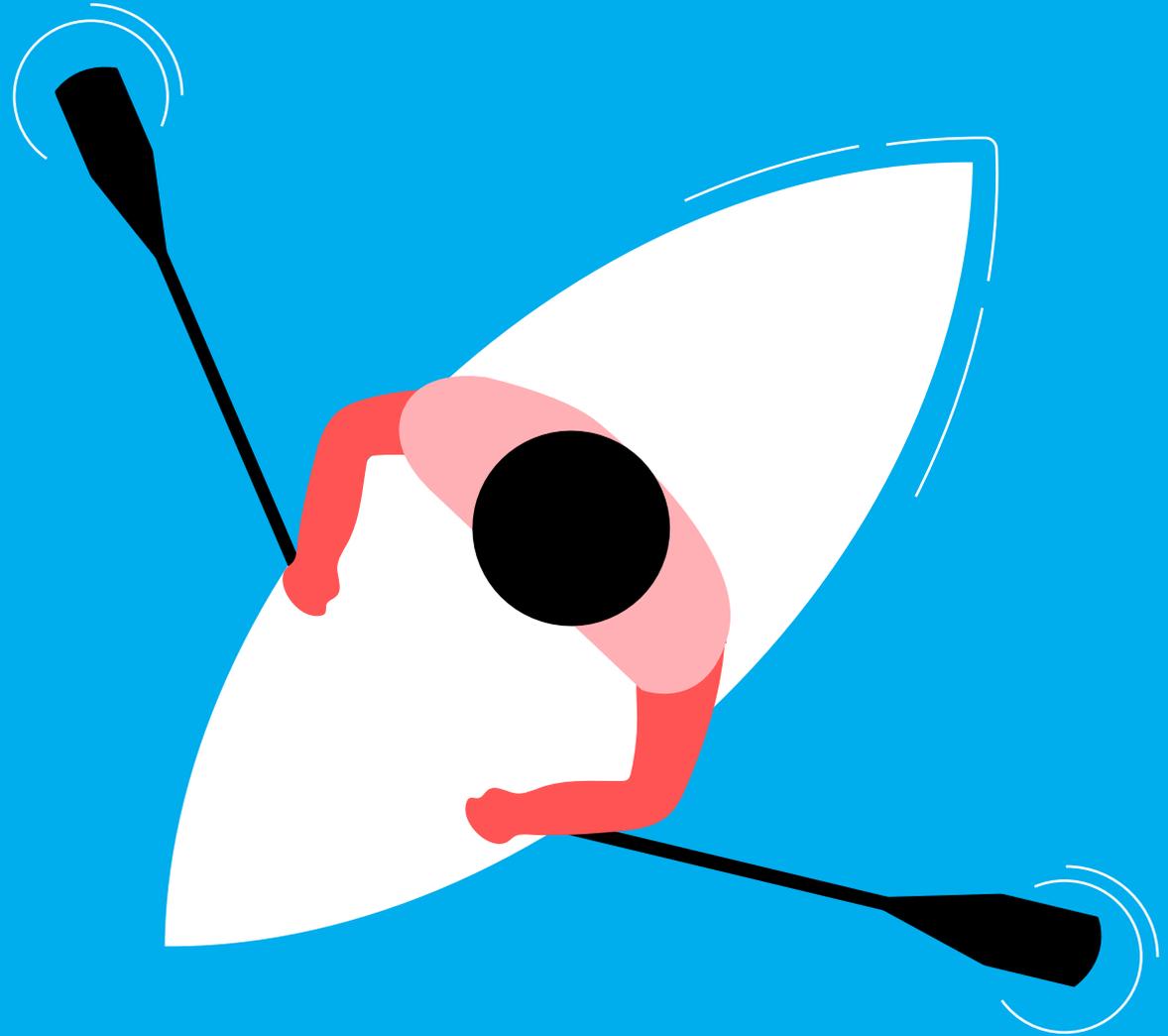


What creates cultural advantage?



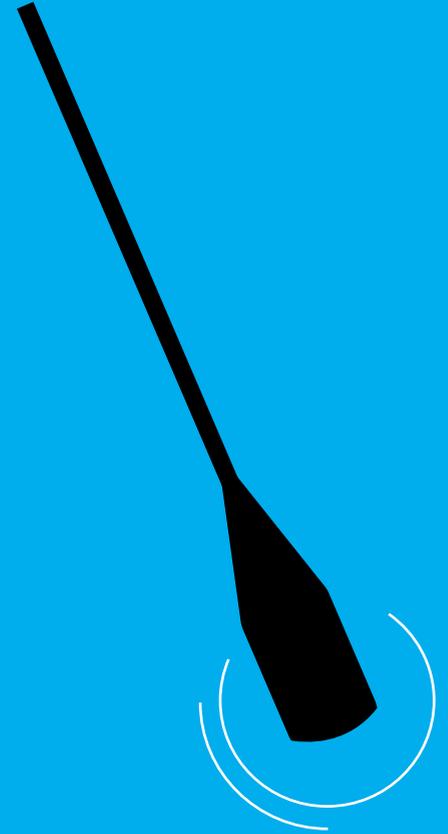
Driver 2

Confidence in our leaders

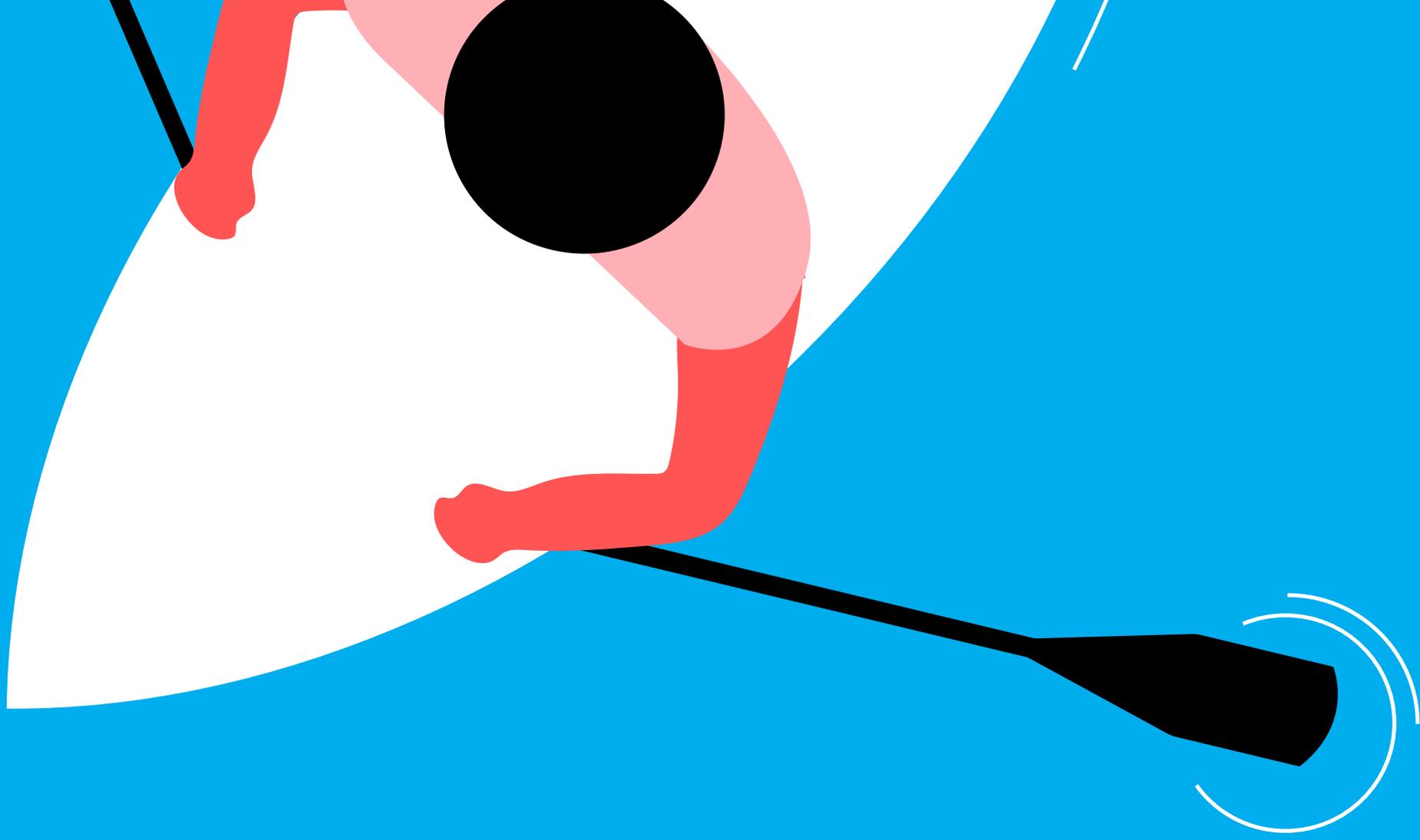


Confidence in our leaders

- Do you have a clear vision and how do you share this?
- How do you create an environment of trust?
- How do you share updates on progress?
- How do decisions get made?
- Do people feel their opinions and ideas matter?



What creates cultural advantage?



Driver 3

The right team culture to succeed



The right team culture to succeed

- Do you have a shared purpose?
- What are your values and how do these shape behaviour?
- Is it ok to make mistakes?
- Do your people have the opportunity to learn and grow?
- How do you recognise or reward good work?



What creates cultural advantage?



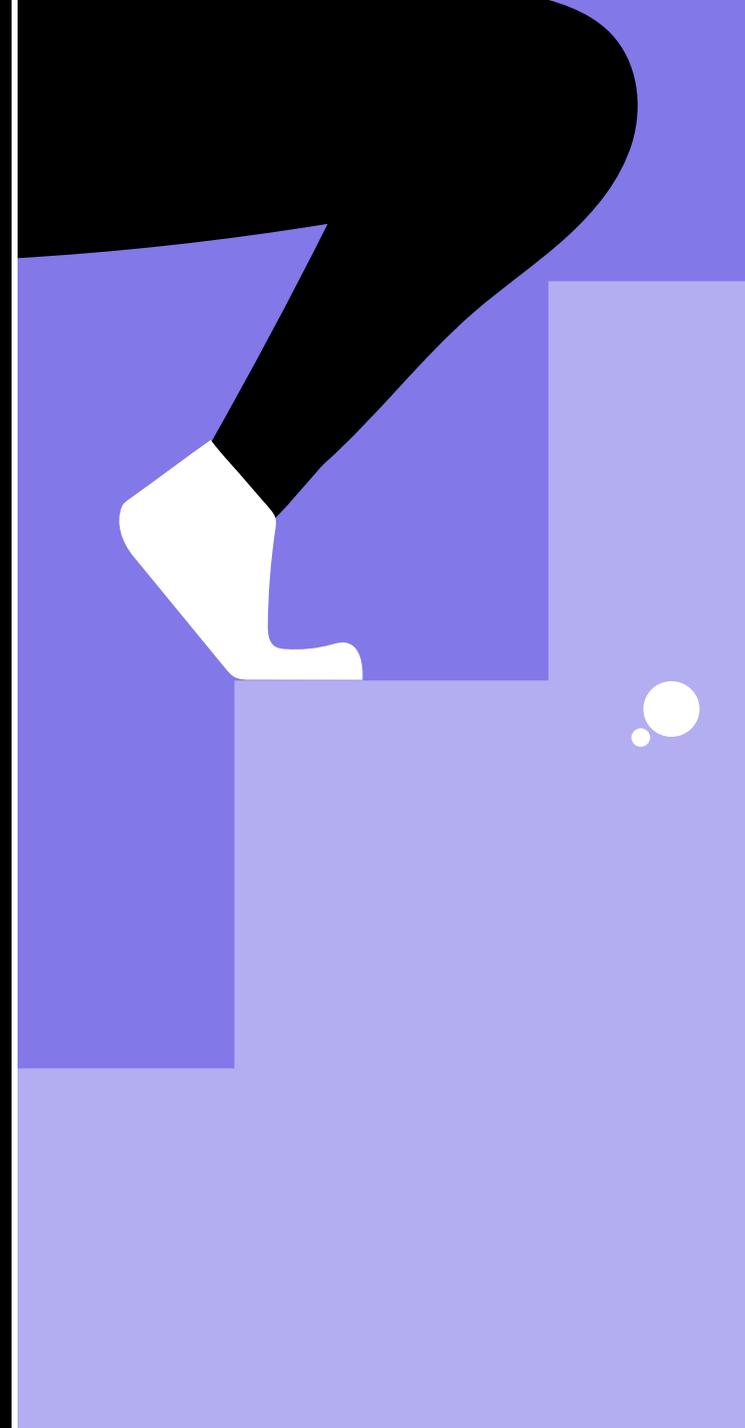
Driver 4

Opportunity to do
my best everyday



Opportunity to do my best everyday

- Do people understand what is expected of them?
- Do they have the right equipment, materials and resources?
- Do they have access to the information they need?
- How well do you implement new ideas?
- Do people feel empowered?

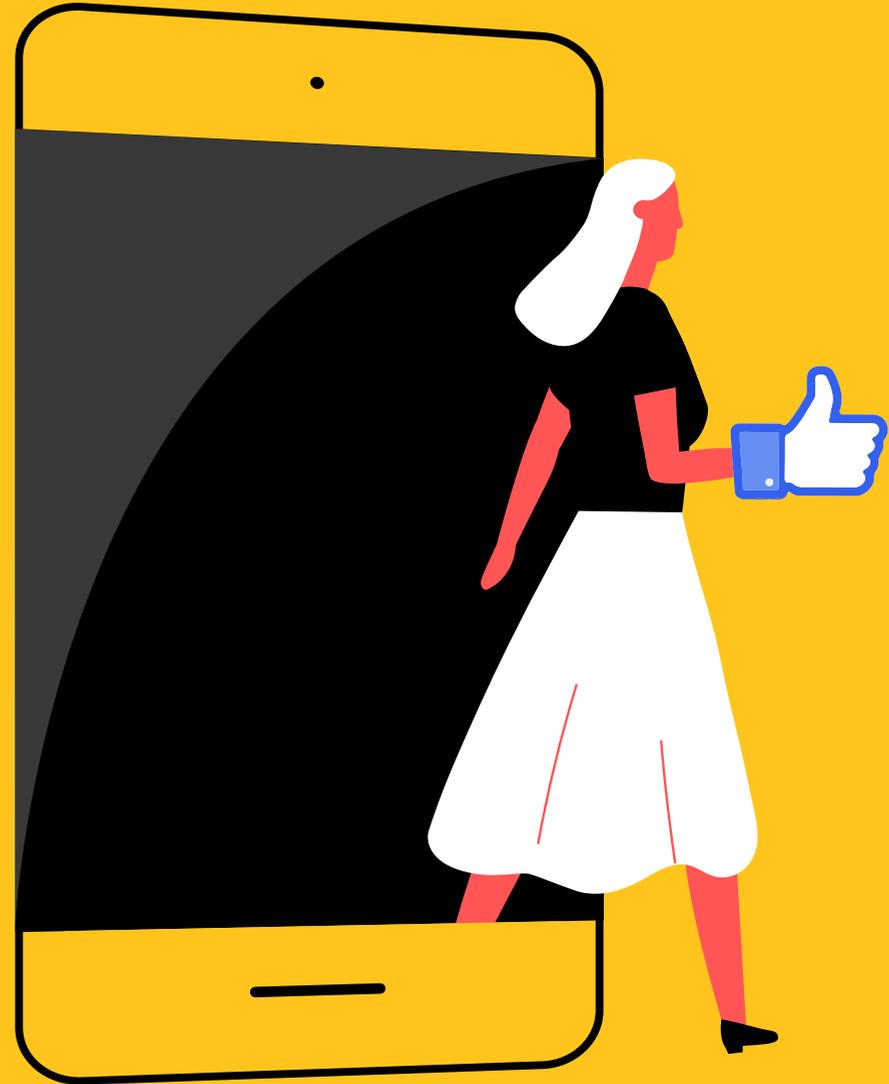


What creates cultural advantage?



Driver 5

**Reputation is
seen as critical
to our success**

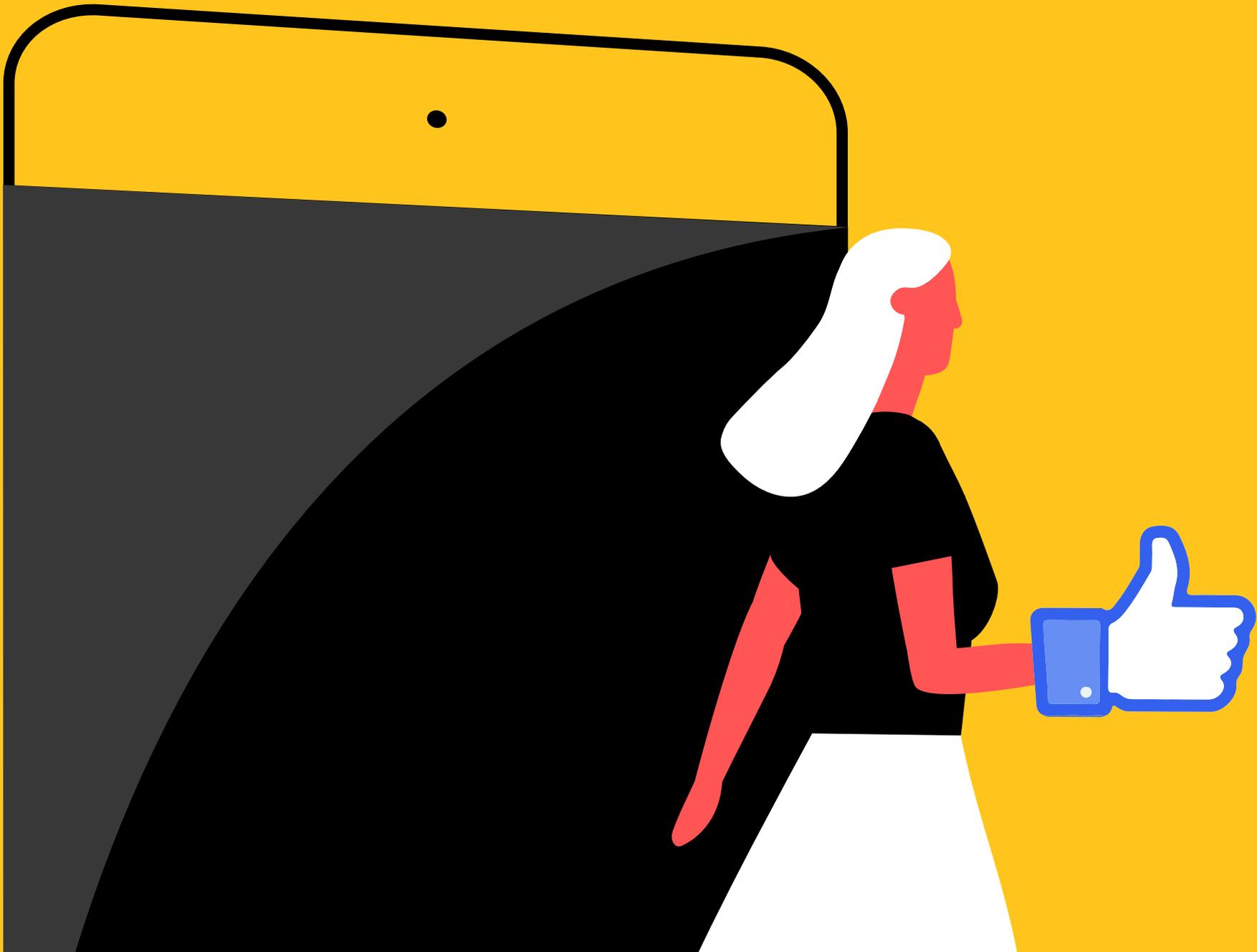


Reputation is seen as critical to our success

- Do your people understand what makes you unique and why this matters?
- Do people understand what you stand for internally and externally?
- Do you openly share insights from customers with your colleagues?
- How do you encourage people to think about your reputation?
- How do you measure customer and employee advocacy and use this to improve experience?

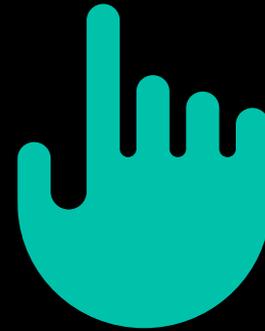
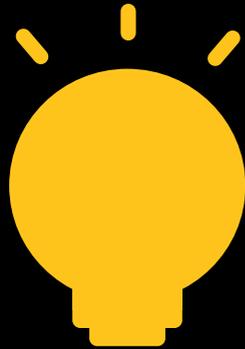


What creates cultural advantage?

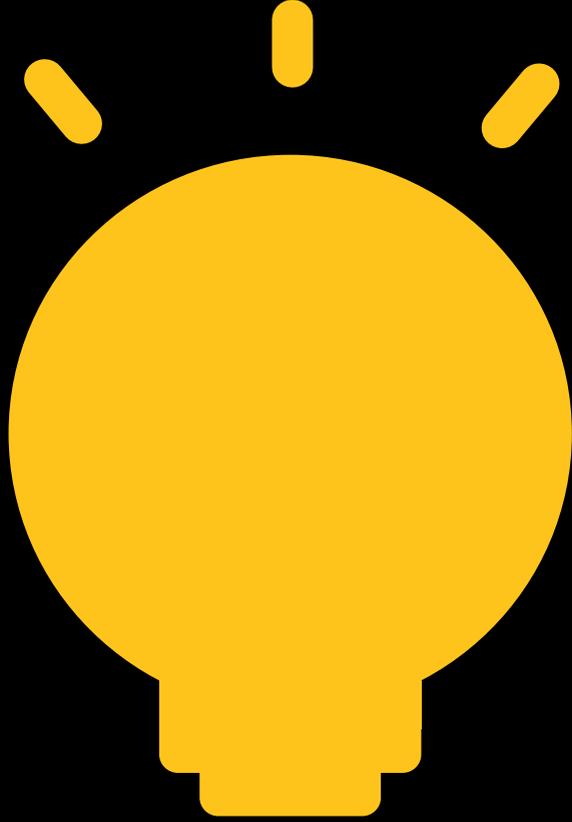


Cultural Advantage: How do we make this happen?

To engage your team and create advocacy we believe you need to build intellectual commitment, emotional commitment and capability.



Cultural Advantage: how do we make this happen?



Head

Intellectual
commitment



Cultural Advantage: how do we make this happen?

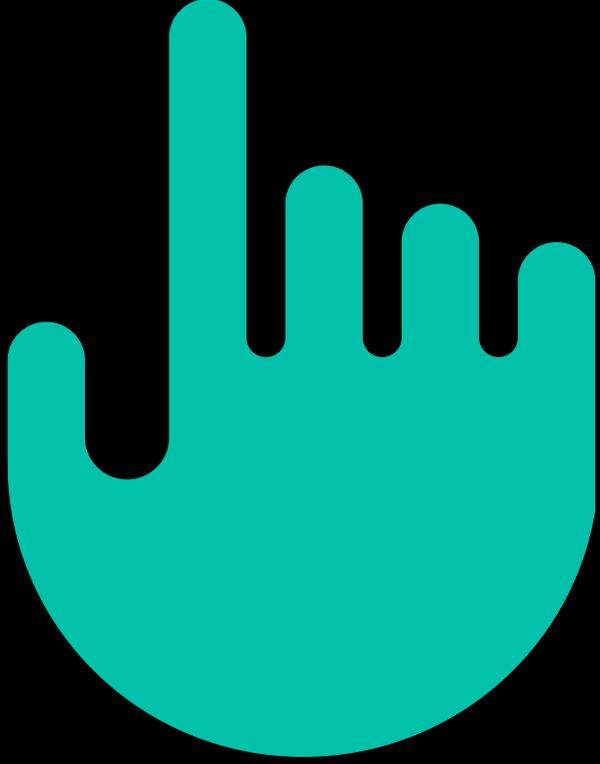


Heart

Emotional
commitment



Cultural Advantage: how do we make this happen?



Hand
Capability



EverlightRadiology



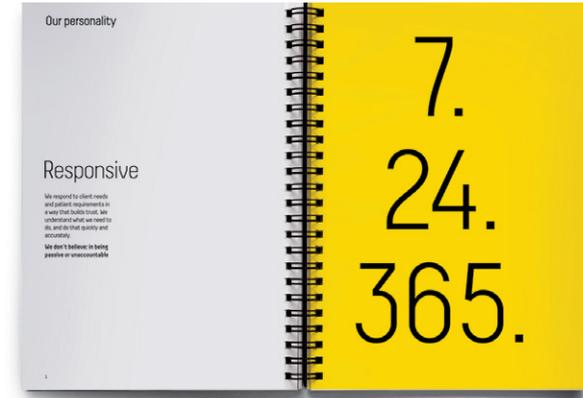
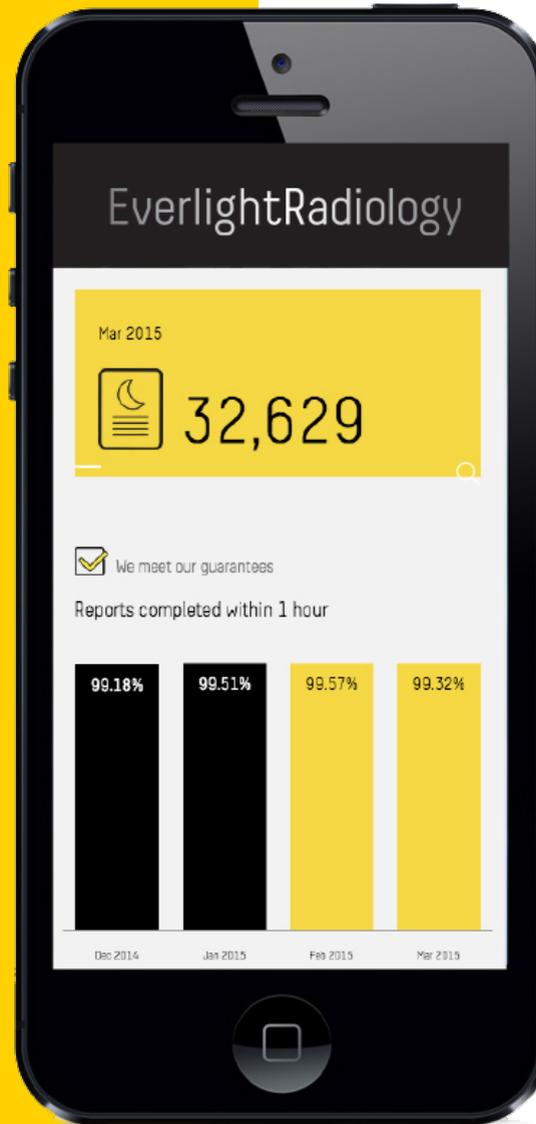
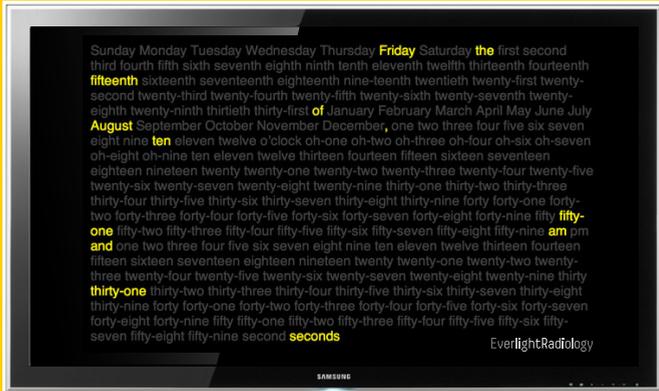
Proud to work for our organisation

We created a new brand, new name, a striking new visual identity and a compelling employee value proposition (EVP). This allowed Everlight to stand out, unify the team and focus on the things that really make a difference – internally and externally.



In our world
every second
is critical

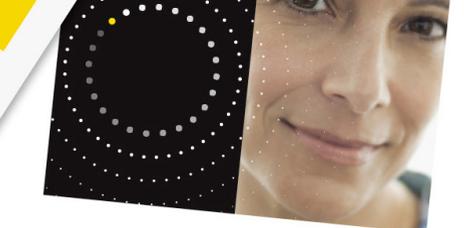




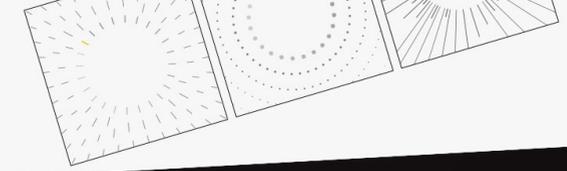




In our world every second is critical



Graphic device should allow to be large and centered for examples here. If the elements are to be seen as a whole the circle sits in the same each circle can be cropped on any communications to work and headlines



The purpose of this is to provide the guidance, tools and inspiration to consistently apply the Everlight Radiology brand to visual communications. In this you will find a set of common elements such as a logo, colour palette, typefaces, applications and language style.
Our brand, from our logo to our voice, is carefully constructed to reflect our values of Everyday Critical.

Everlight Radiology

Secondary logo - On white
EverlightRadiology

Mono logo - On black
EverlightRadiology

Mono logo - On white
EverlightRadiology

Mono logo - On light photography
EverlightRadiology

Mono logo - On dark photography
EverlightRadiology

Personal care across the globe
Challenges

Our job is attention to detail

EverlightRadiology

Brand Identity Guidelines
March 2015

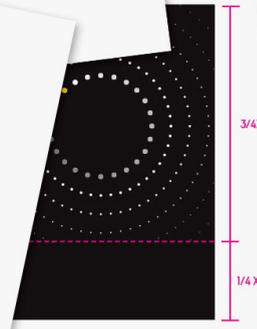
Primary font
Decima Light for headings

Decima regular for intro copy, subheadings and body copy

Decima bold heading, body copy

Substitute font
Verdana is our substitute font for all Word documents, PowerPoint and online u

Everlight



Standard formats: Landscape

Imagery

Practitioner Patient

Colour

X-ray/MRI/CT scan/Ultrasound

It's what's inside

Typography

Our typography is modern and clear
Our typeface is Decima for all printed materials and Verdana for all electronic applications in Microsoft programs and the web.
Primary typeface
Use Decima light for all headlines. Use Decima regular for subheadings

Accent colour

Yellow
CO M10 Y100 KO
R255 G209 B0
Bestone 109

Decima
Decima regular for intro copy, subheadings and body copy
Decima bold for subheadings

Brand personality

Brand values

Brand positioning

On your side

Inclusion



sucrogen™



Confidence in our leaders

Sucrogen emerged from CSR and emerged as a new company with a new brand and new leadership team.

Leveraging the brand idea “positive energy” they created a set of essential behaviours for leaders and new internal communication practices that focused on ‘engaging others’ – one of their values.



Sucrogen

sucrogen™

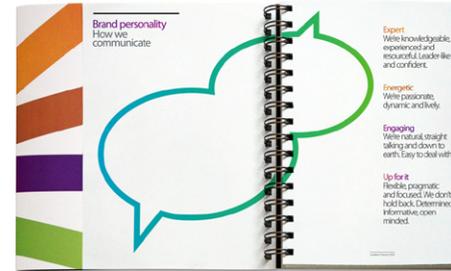


Sucrogen



Run effective meetings

1. Be clear on why you are meeting – what's the aim of the meeting?
2. Think about who needs to be there, where it will be and when
3. Communicate the aim, agenda and details in advance
4. Start on time
5. Explain what you are expecting to get from the meeting
6. Don't get sidetracked
7. Keep to time
8. Capture actions – if there's no output, there's no point!
9. Agree next steps
10. Thank participants for their time and contribution





sucrogen™

Sucrogen



Hoot



Opportunity to do my best everyday

After an exciting brand refresh Hoot needed to ensure the brand was more than a new marketing campaign, it needed to become 'how we work around here, everyday'. To inspire and educate we ran a series of living our brand workshops, developed team and personal commitments and created a programme for team leaders to look at how the brand informs leadership style, team work, communication, systems and processes.



Hoot

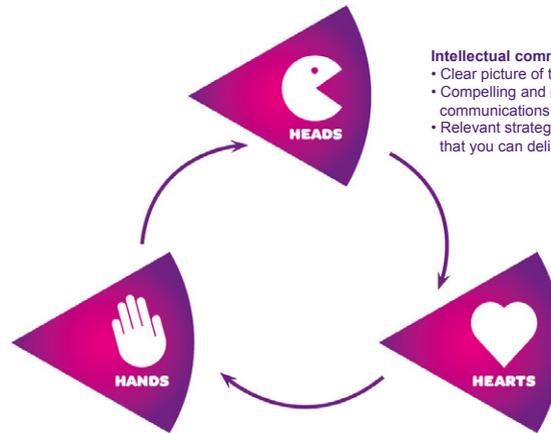
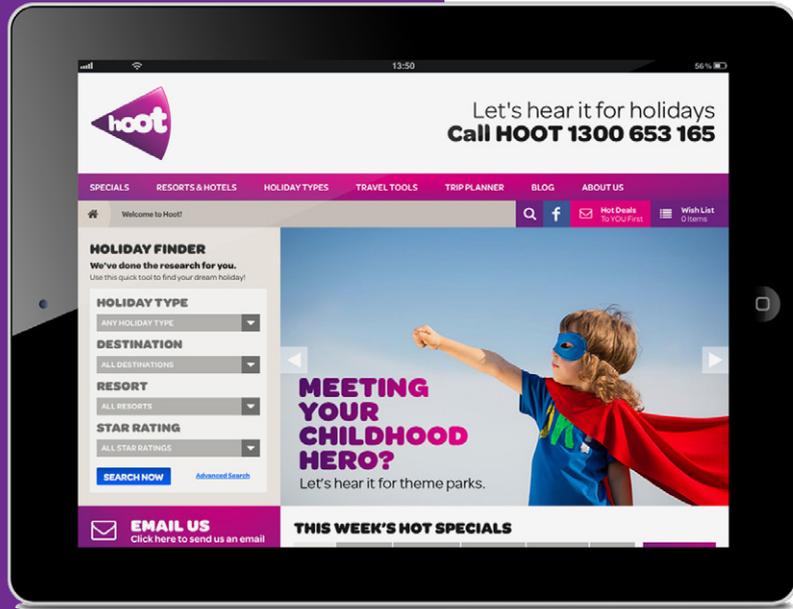


hoot



Hoot





Intellectual commitment

- Clear picture of the future
- Compelling and consistent communications
- Relevant strategies that you can deliver

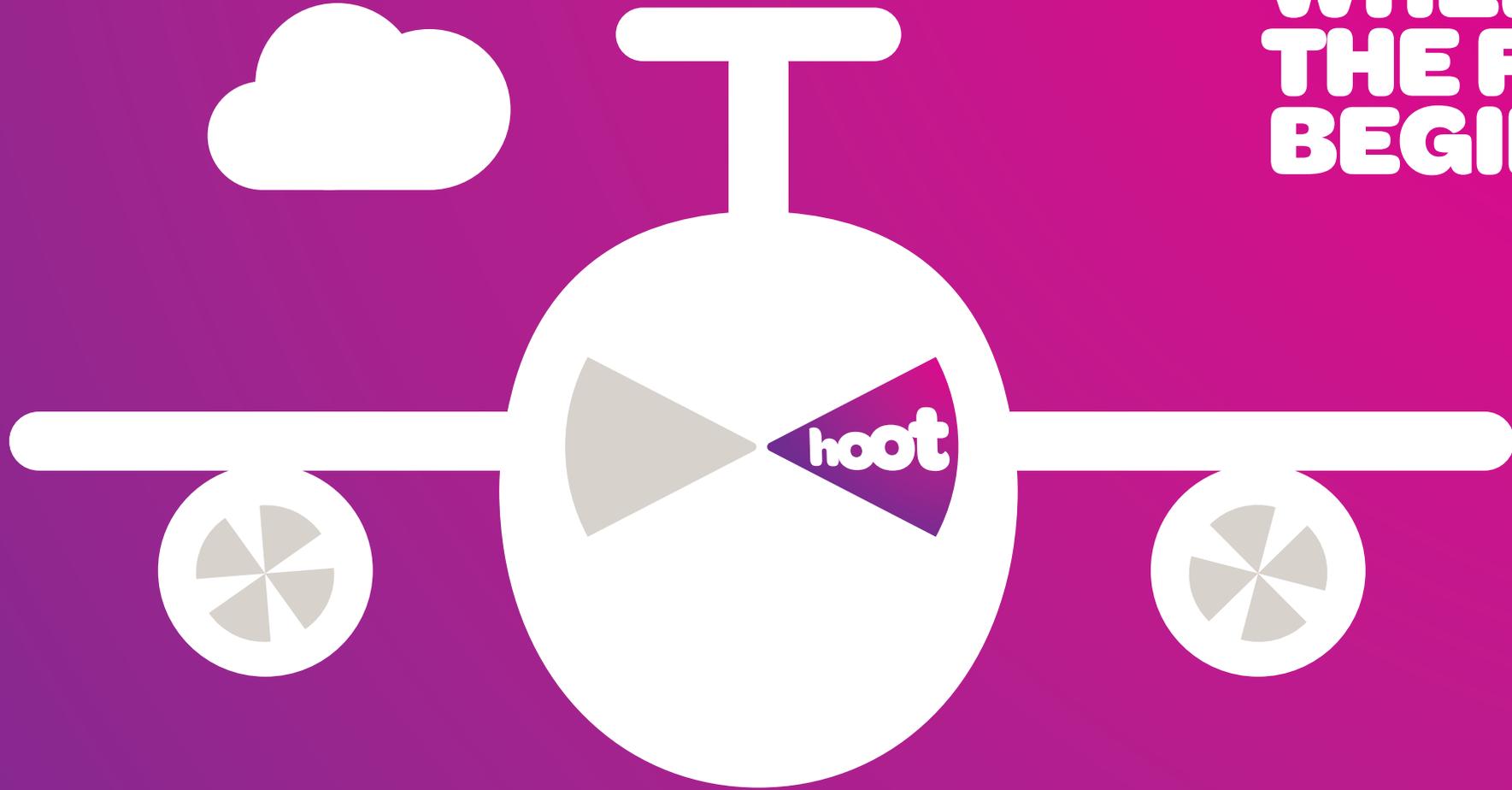
Capability

- Aligned systems and processes
- Skills development
- Evidence of change

Emotional commitment

- United leadership team
- Participation & involvement, at all levels
- Shared sense of responsibility





**HERE'S
WHERE
THE FUN
BEGINS.**



The right team culture to succeed

In a growing and competitive market Fulton Hogan needed to make sure it could attract and retain talent, positioning itself as an employer of choice. We created a compelling EVP, refreshed their values and supporting behaviours, all designed to create high performing teams and cohesive culture that celebrates and rewards good work.





 **Fulton Hogan**





good
work

We're big and growing. But this is still a family business. As we evolve responsibly we always look out for each other and strive to do the right thing.



Join our team

At Fulton Hogan we aim to get the best, grow the best, keep the best and be the best.

Fulton Hogan is one of Australasia's fastest growing civil contracting companies - a testament to the quality of our services and the people who deliver them.

Over our 80-year history, we have learnt that our company can only truly grow if we attract and retain the best people. We invest heavily to create a workplace culture that encourages ownership and empowerment, while never forgetting the importance of balancing life's priorities.

At Fulton Hogan we are passionate about our values and these define how we approach our work.

SECTION HEADER

Secondary paragraph header

Sub paragraph header

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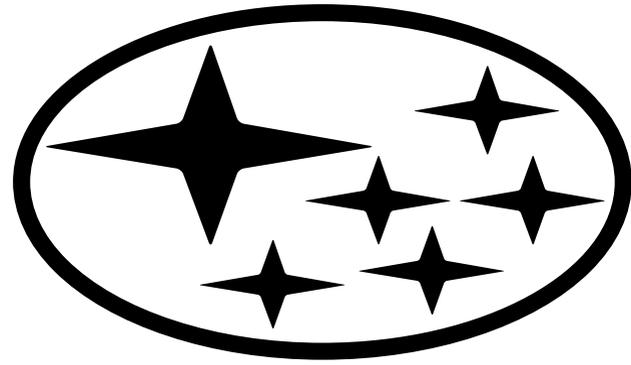
Good Work

Fulton Hogan we offer you:

- ✓ A role that values your opinions and wants you to keep you informed.
✓ Opportunities to challenge yourself to learn, grow and make a difference.
✓ The chance to work with and learn from the very best people.
✓ A choice of locations to work from across Australia and New Zealand.
✓ Part of a growing, forward looking and exciting organisation that's truly making a positive difference in the world we live in.
✓ A team where you are listened to, cared for and supported with respect - one of the family.



Subaru



SUBARU®



Reputation is critical to success

Subaru needed to compete in a very challenging market. Known for their technical excellence they needed to strengthen their reputation for delivering excellent customer experiences. All For The Driver was launch and internally we ran a campaign that explained the changes to brand, customer experience and dealer relations. This included all staff workshops, customer feedback and team action planning, leadership coaching, new dealer experiences, resulting in positive shifts in staff, dealer and customer advocacy.



Subaru

THE FEEL
THE EXHILARRA
THE DRIVER



WE WILL...

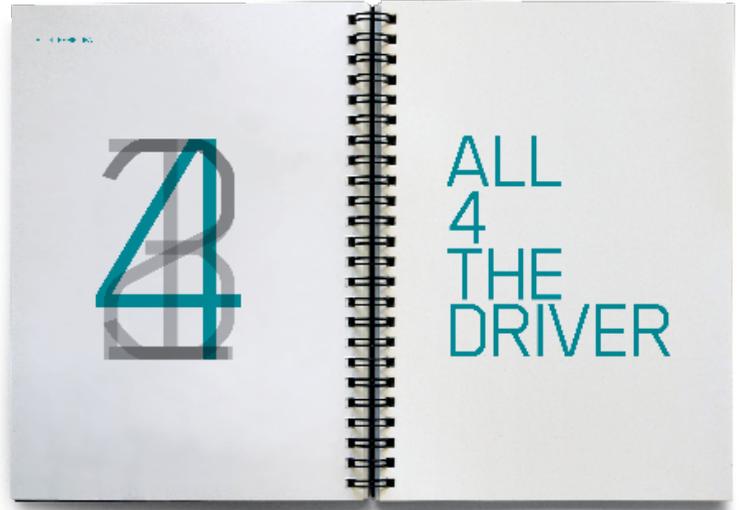
Provide better service delivery to Retailers.

**Improve 3 way communication (Subaru Aus → Retailer → Customer)*

**Review & improve Retailer reporting system*

ALL 4 THE DRIVER | SUBARU





Subaru



Thank you

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Planning Director

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wayde@principals.com.au

Claire Gallagher

Internal Brand Director

0405 391 353

claire@principals.com.au

