



SO YOU WANT TO ATTEND THE CULTURE IMPACT LAB?

LET US HELP YOU GET BUDGET FOR IT
(AKA: CONVINCING YOUR BOSS)

CALL FOR
CULTURE™

AN ANGELA R HOWARD COMPANY

HEY THERE,

CONSCIOUS LEADER CULTURE CHAMPION CHANGEMAKER

We are so very honored and excited that you're interested in attending Call for Culture's inaugural Culture Impact Lab on behalf of your organization.

We have no doubt this experience is worth the investment (honestly, much more than the investment — but more on this later, on page 4), and as veterans of the corporate space ourselves, we also understand that making your case is important.

We're here to help you advocate for yourself. And not only your professional development, but your coworkers' success and wellbeing, your organization's health and future, and your community too.

In this packet, you'll find everything you need to present this opportunity to your boss, and get approval for the budget needed to attend.

Have questions, or need some advice? Send us an email at: admin@callforculture.com. We're happy to help.

Hope to see you there,

Angela and the CFC team

PS — in the event that you aren't able to gain approval to attend the Lab, be sure to fill out our [Tuition Grant form](#). We aim to award 10 registrations to those who would like to attend the lab, and don't otherwise have the financial backing to do so.

OVERVIEW

Organizations are struggling to keep up with changing workplace requirements, and we think that's due to an antiquated way of approaching work culture that leaves out...well, culture.

Consider this: if it's happening in the world, it's happening at work.

Which is why Call for Culture is convening a diverse and interdisciplinary community of conscious leaders and culture champions from across the nation to intentionally blur the lines (and the conversation) between workplace culture and culture in the world at large.

Our call to action? Do workplace culture differently.

Designed around the Call for Culture Method™, Culture Impact Lab isn't a conference — it's an accelerator for culture change that will transform your workplace to positively impact your community.

Together we'll align, mobilize, and transform organizations into human-centered workplaces that create social impact.

Join us in re-thinking the role organizations play in social change.

[CLICK HERE TO REGISTER](#)

MAY 15, 2024: 7:30A-5:00P

MAY 16, 2024: 7:30A-6:30P

VENUE: THE ARBORY CHICAGO
2219 W GRAND AVE, CHICAGO, IL 60612

HOTEL: HYATT PLACE WICKER PARK
1551 WEST NORTH AVENUE / ASHLAND, CHICAGO, ILLINOIS, 60622

OVERVIEW



WHAT MAKES CULTURE IMPACT LAB DIFFERENT

~~LACK OF DIVERSITY IN
TOPICS AND SPEAKERS~~

Mindsharing opportunities across disciplines to gain wider and deeper perspective.

~~FORCED NETWORKING~~

Revitalization sessions and design centered on humans — not presentations — so you can stay alert and energized for the entire experience and organically connect.

~~STALE BALLROOM SESSIONS~~

Community centered venue that offers an inspiring immersion far from your typical hotel or conference center.

~~LISTENING TO LECTURES~~

Diverse and varied in person and digital interactive touch points that begin the minute you sign up. Join a community and do the work that will change the world, with support from leading experts.

WHAT TO EXPECT

EXPERT-LED 15-MIN TALKS SAMPLE TOPICS

- The Color of Culture: The evolution of workplace culture
- Human Relationships x Cultural Artifacts : An Anthropological Approach
- The Power of Play: Inviting people into safe spaces
- Communicate like you give a damn
- The art of connection
- Rhetoric and social change
- Building a values-based organization
- CARE: The science behind values-based leadership
- Defining your purpose narrative
- The Neuroscience of Change: burnout + filling your own cup

PANELS

- Tale of 2 Realities. The importance of top down leadership commitment and bottom up employee advocacy
- If it's happening in the world, it's happening at work

LAB SESSIONS

- 6.75 hours in guided working time (lab), to implement our Call for Culture Method™
- Hands-on facilitation by the Call for Culture Team and the same experts giving talks and sitting on panels

TWO TRACKS TO CHOOSE FROM

THE CULTURE CHAMPION'S BUSINESS CASE

Build a business case introducing or advocating for intentionally building a positive and conscious culture at your organization

THE CONSCIOUS LEADER'S CULTURE STRATEGY

Build a Culture Blueprint/Vision to accelerate this as a priority within your organization.

INVESTMENT

THE EXPERIENCE INCLUDES:

An all access experience pass to the 2 day event and meals for the duration of the event	\$1,200
Access to tools, personalized application, and consultation using our Call for Culture Method™ over 2 days	\$20,000
Development of a Culture Blueprint or Culture Business Case that can immediately be applied and used within your organization	\$30,000
Access to Culture Impact Lab online community for continued learning and application, renewable annually	\$500
Two 60 minute coaching/consultation sessions (post May 2024) with the Call for Culture team to see through your challenges and implementation within your organization	\$2,000

Total value, not including the results of culture change with financial impact such as: lower turnover, lower recruiting costs, increase in revenue, increase in customer satisfaction, increase in productivity

\$53,700

WHAT YOU'LL PAY

<u>\$3800</u> EARLY BIRD JAN 1 - MAR 31, 2024	<u>\$4200</u> REGULAR REGISTRATION APR 1 - MAY 10, 2024	<u>\$3500 PP</u> TEAM RATE (+1 PERSON) JAN 1 - MAY 10, 2023
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ADDITIONAL BUDGET ITEMS TO INCLUDE:

HOTEL: \$280.60/NIGHT
FLIGHTS: _____
PER DIEM: _____

FORMULA:

REGISTRATION RATE + (RESERVED HOTEL BLOCK X2) + TRAVEL + (PER DIEM X2) =

YOUR TOTAL IS: _____

% OF VALUE: _____

LET THE DATA DO THE TALKING

NEED ANOTHER DATA POINT (OR TEN) TO CONVINCE YOUR BOSS THAT THIS IS THE IRL EXPERIENCE TO BE AT IN 2024?

Download our whitepaper, where we've analyzed data on the effectiveness of our Call for Culture Method across dozens of clients over the last 2+ years.



THE WHITEPAPER COVERS:

- Why you have to look beyond what you see when it comes to workplace culture
- What creates toxic workplaces, and why culture change matters for the bottom line
- How each approach, when used singularly, falls short
- The critical features of top-down and bottom-up culture change that make each effective
- The 5 action steps you can take to implement a dual approach to culture change
- **BONUS:** a checklist for successful, human-centered leaders

[DOWNLOAD IT HERE](#)

ABSTRACT:

THE CALL FOR CULTURE METHOD: A DUAL APPROACH TO CULTURE CHANGE

Is a top down or bottom up approach more effective for lasting workplace culture change? Our experience and extensive empirical research suggests: a combination of both is what actually transforms workplaces. Without both principled leadership from the top, and employee involvement from the bottom, culture change is ineffective.

SEND THIS EMAIL

Subject: Request for funds to attend Culture Impact Lab

Dear [manager/approver],

I'm emailing to request that [\$total] of my personal development funds be allocated towards my registration and attendance at Call for Culture's Culture Impact Lab, taking place May 15-16, 2024 in Chicago, IL.

I read a pretty staggering stat recently: the majority of the world's employees are quiet quitting.

Whoa. I knew of this trend, but didn't realize that 6 in 10 employees fell into this category. In the Gallup report I'm referencing, 41% of those quiet quitters said that the one thing they would change about their organization is the culture.

I think Call for Culture makes a really compelling case as to why this crisis hasn't yet been effectively solved: Organizations are struggling to keep up with changing workplace requirements due to an antiquated way of approaching work culture that leaves out...well, culture.

The Culture Impact Lab isn't a conference. Rather, it's an opportunity to receive guidance, consultation, and support in implementing workplace culture strategy that will not only make our organization more effective, but will also impact the individuals at our company and our community.

At this two-day event, I'll be able to learn from the workplace culture industry's leading experts via 15-min lessons, receive 6.5 hours of working time alongside the Call for Culture team while implementing their methodology for culture change, and hear from a diverse range of leaders via panel discussions. I'll also be in the room with leaders and advocates across industries and disciplines.

The experience offers two tracks, of which I believe the [track] to be the best fit. I'll spend the two days ... [insert description for the track you choose]

CONT'D

Track 1: THE CULTURE CHAMPION'S BUSINESS CASE

Building a business case for introducing a positive and conscious culture at [organization]. I'll walk away with the ability to show how this work impacts the business' bottom line.

I believe this will benefit our organization [in these ways, depending on your unique circumstances], and set us up for success for [this outcome].

Track 2: THE CONSCIOUS LEADER'S CULTURE STRATEGY

Building a Culture Blueprint to accelerate culture change as a priority in [organization]. I'll walk away with an implementable plan, timeline, and resources for transforming our workplace culture.

I know we've been focused on [priority] and looking for a way to address [challenge], and I believe this will set us up for success to do so.

Here is a breakdown of the cost.

Registration fee:

Hotel:

Travel:

Per diem:

I've attached a PDF outlining the value of the Lab, and you can see more details about the programming at www.callforculture.com/culture-impact-lab

Gallup reports that a strong organizational culture increases performance metrics including an 85% net profit increase over a five year period, which is only one small example of the ROI of staying ahead of the curve on workplace culture initiatives.

Early bird registration ends on March 31, 2024, so if you could please respond to my request no later than March 25, 2024, I'd appreciate it.

Many thanks for your consideration,

[your name]