



COHESION CULTURE™ PROGRAM GUIDE

Quick Overview

What we do?

We guide leaders to retain their talent by infusing cohesion into their cultures creating safe workspaces where people have a sense of belonging, are valued, and share in mutual commitments.

Dr. Troy Hall and Ben-Jamin Toy
info@CohesionCulture.net



Engagement Cycle – The Process

Welcome to the Cohesion Culture™ program. We love our roles guiding leaders to retain talent with their organizations. Everything we do is based around the three strategic elements of cohesion:

1. Belonging (inclusion)
2. Value (meaningful work)
3. Commitment (collaboration and trust)

Our learning programs are not like any you may have experienced from others. There are no rope courses, trust falls, or death by PowerPoint. Concepts and materials are designed to support in-person, remote, and hybrid teams.

We understand the pain our clients experience in the war to retain talent and provide unique learning and coaching opportunities and experiences.

- 71% of today's workforce is seeking growth, development, and advancement.
- The top retention drivers are flexible workhours and locations, autonomy, inclusion, and readiness.
- According to the Society of Human Resource Management, employers may pay up to 150% of a person's salary who leaves the organization just to replace them.
- Without cohesion, organizations have spent in excess of \$7B annually on a global scale.

The Cohesion Culture™ Program provides culture, gamification, and strategy consulting, professional coaching, and leadership development initiatives and offerings that guide leaders on a journey to create a comprehensive culture wellness plan for their organizations.

A Cohesion Culture™ Engagement Cycle has five unique phases:

1. Cultural discovery
2. Assessment
3. Plan
4. Education
5. Sustainability

Our proven processes, initiatives, and educational content has helped organizations retain talent and build a best place to work environment.

Let's quickly review some common language and promises.

- **A Cohesion Culture™** is a safe workspace where all employees have a sense of belonging (inclusion), are valued (meaningful work), and share in mutual commitments (collaborative opportunities).
- **Promise: Experience today. Implement tomorrow™.** We believe it is important to offer consulting, learning, and coaching initiatives in a way that individuals can experience leadership concepts with hands-on, experiential learning activities and put what they have learned into action immediately.
- **Cohesion Phenomenon:** is causal, not correlational. Meaning that the presence of cohesion within the workforce leads to a positive impact upon performance and engagement. Simply put: COHESION = PERFORMANCE = ENGAGEMENT
- **Cohesion Catalyst** is a person who adopts the three strategic principles **as found in** the book, *Cohesion Culture: Proven Principles to Retain Top Talent.* (access to e/Audio book at www.CohesionBooks.com)
- **Cohesion Champion** is an organization who has embraced the principles of Cohesion Culture™ and agree to work towards being a best place to work.

Engagement Objectives:

- Build commonality of language and consensus of need with the leadership team about the desired outcomes for their organizational culture to retain, develop, and coach talent.
- Agree to the leadership practices and core values and augment them with the principles of the Cohesion Culture™ book and research as a baseline.
- Use the data from the Cohesion Culture™ Assessment survey and workshops to create the framework for transforming the organization to a culture of cohesion.

There are five unique phases of the Cohesion Culture™ Cycle:

1. Culture Discovery
2. Assessment
3. Plan Development
4. Education
5. Sustainability

In the sections that follow, each phase is described to provide you a scope of the potential work within a full Cohesion Culture™ Program engagement.

CULTURE DISCOVERY PHASE

- **INTRODUCTION TO COHESION CULTURE™ PROGRAM**
 - Conduct a high-level senior leadership meeting to convey the concepts of the Cohesion Culture™ strategic framework of belonging, value, and commitment.
 - During this session, leaders get an opportunity to see behind the curtain and understand the full benefit of enacting the Cohesion Culture™ Talent Retention Model.
 - At the end of this session, we seek consensus for next steps.
 - Prework:
 - Each participant receives a copy and is asked to read or listen to (at a minimum) Chapters 1 and 2 of *Cohesion Culture: Proven Principles to Retain Your Top Talent*.
 - Self-discovery and observation.

- **SELF-DISCOVERY AND OBSERVATION**
 - Observe staff and look and listen for three activities within the culture:
 - Greetings – informal welcomes that include polite words. This process is an important aspect for people to feel connected. It is one of the drivers of helping others experience the difference between just fitting in and belonging. When employees at all levels of the organization participate in friendly salutations, they create a spirit of inclusiveness.

 - Laughter – the sounds of team camaraderie when people are getting along. Determine the type of lightheartedness that is present in the work environment -- not the knee-slapping kind of humor. Rate the degree of burnout or stress that may be present based on personal observations. This is more art than science.

 - Affirmations – these are expressions of emotional support or encouragement.

 - Over a 2 to 3-week period, leaders are to observe and take note of how the people within the organization are interacting with one another. Keep notes of these observations and then share at the next group meeting.

ASSESSMENT PHASE

- **CULTURAL ASSESSMENT ON-LINE TOOL PART A**
 - Conduct the on-line Cultural Assessment using an online survey tool. Participants are divided into 4 categories with unique URLs for the survey, but they remain anonymous.
 - Results are aggregated and reported independently for each category (Management and non-management for front office, and management and non-management for front line).

- The Cultural Assessment step includes administration, licensing and Executive Summary of results along with comments extracted from the open-ended questions.
- **CULTURAL ASSESSMENT ON-LINE TOOL PART B**
 - Conduct another assessment after the first 18-24 months.
 - Separate and compare data from individuals who were part of the original benchmarking engagement against those new to the organization not biases from previous experience at the company.
- **CULTURAL ASSESSMENT IN-PERSON**
 - For less than 25 employees
 - Conducted via phone or Zoom
 - Same interview questions
- **LEADERSHIP ASSESSMENTS (on-line and one-on-one options)**
 - Assessment surveys for Driving Forces (motivators) Emotional Intelligence, and DISC
 - Customized Leader Action Plans focusing on behaviors built from the assessment tools for individual
 - Results are available for individuals and groups
 - Nine Box Model (internal assessment)

PLAN DEVELOPMENT

- **COHESION CULTURE™ TALENT RETENTION MODEL**
 - Before taking any further action, the results from the assessment tool are reviewed along with the observations of greetings, laughter, and affirmations. Leaders decide to what extent to make changes in the organization.
 - Building the culture blueprint involves:
 - Understanding the components of the Cohesion Culture™ Talent Retention Model
 - Assessing the HR strategies and practices that should be increased, decreased, created or eliminated.
 - Determining the type of leadership development needed.
- **CORE VALUES, BELIEFS, AND BEHAVIORS**
 - Review the core values of the organization and ensure they are well defined with descriptors, attributes, beliefs, and behaviors.
 - Establish exact values, behaviors and value proposition.
 - Create communication and training plan to include behavior and coaching elements
- **COMMUNICATE AND EXECUTE**
 - Finalize the Action Plan and workflow items with the leadership team.

- This may include, but not limited to, internal communication, team meetings, workshops, training and development, leader action plans, and other HR related strategies and practices.

EDUCATION PHASE

- **Cohesion Culture™ Essentials** is a two-hour orientation session that prepares executives for what to expect when a fully integrated Cohesion Culture™ program is implemented within an organization. Contents include: conceptualizing the construct of the strategic framework of a Cohesion Culture™, understanding the cohesion phenomenon, exploring the benefits of developing a cohesive workforce, and reducing the friction of employee turnover.
- **Cohesion Culture™ 4 Cs** sharpens the skills of the executive leadership team in the areas of communication, collaboration, conflict resolution, and creative thinking. Throughout this program, corporate officers, directors and team leaders are instructed on techniques that enhance individual skills to strengthen and streamline the teams that they captain.
- **Cohesion Culture™ 4 Pillars** is a leadership development workshop for VPs and middle management. In the session, participants are provided the opportunity to experience and discuss the four pillars of transformation leadership: Vision, Emotional Intelligence, Social Connectivity, and Trusted Environment.
- **Cohesion Culture™ CORE** is a dynamic experience in Communicating Open-minded Real-time Engagement between employers and their stellar teams of individual contributors. The CORE creates an energetic hands-on team building adventure. In The CORE, participants are challenged to forego their workplace facade in the face of comfort stretching challenges, with real-time responses to stressful situations.
- **Cohesion Culture™ Bootcamp** is an introductory program (30-45 minutes) that prepares individuals for the on-line Cohesion Culture™ course. During the bootcamp, participant's receive step-by-step instructions how to access the course and useful tips on navigating the website.
- **Cohesion Culture™ Camp Course** is a fully remote online learning experience that helps individuals become better leaders of a more efficient and unified team. This do-it-yourself, five-module contained over 2 hours of instructional video, workbook exercises, a weekly challenge, and a video-instructed activity that can be implemented immediately. The course is self-paced and can be easily completed over a five-week period. It is designed to help leaders of any title, task or tenure develop leadership skills and translate them when needed to create cultures of cohesion that promote integration, inspiration, and dedication.

- **ReTENTION Workshop** focuses on Attraction. Recruitment. Onboarding. Engagement. Retention. During the session, participants will gain access to the ultimate "cheat codes" in the game of people, culture, and talent development. Participants have an opportunity to Access their teams, Manage change, and Promote teamwork for in-person, remote or hybrid teams.
- **Cohesion Culture™ Teachable Moments Video Series** is designed for individuals who want to improve their leadership acumen or as a group-led leadership development activity. The series is available for group or individual mentoring. Leaders may access any of the videos in any order using the link provided in the worksheet. Discussions involve answering the questions on the worksheet to stimulate real-time learning.
- **Cohesion Culture™ Conference Experience** introduces a customized, interactive approach aimed at turning real world, day-to-day problems into puzzles that can be solved through a harmonious and unified team. This full-day experiential learning event is geared towards HR professionals, CEOs, executive leaders, middle management. The conference experience sharpens the skills of the executive leadership team in the areas of leadership development, actionable takeaways for Diversity, Equity, and Inclusion, and how to prevent, reduce, or eliminate stress and burnout in the workplace.
- **Cohesion Culture™ Cohesive Leadership Workshop Series** provides one-to-two-hour mini learning sessions to develop skills and practices to help leaders level up their leadership game. Available for organizations that have already engaged in one of our 4-hour sessions. (See a list of topics under the Sustainability Phase.)

SUSTAINABILITY PHASE

The ability to maintain an organization's Cohesion Culture™ requires leadership that reinforces the concepts of belonging, value and shared mutual commitments. There are a number of activities that contribute to the long-term success of cultural integration and assimilation.

- **Team Building and Bonding** – of most importance in the process to sustain an effective and cohesive culture is deploying a consistent and comprehensive Team Building and Bonding program. These two terms are mutually exclusive as they have very specific functions and outcomes for organizational development.

Team Building is a quarterly event that focuses on skill development. Team Bonding activities deal with relational connections of team members and due to the high engagement requirements of people in general, these activities are recommended to occur monthly. Although every Team Building activity also brings forth emotional and relational interactions

while enforcing or teaching new skills, Team Bonding only provides emotional support and does not teach skill.

Therefore, the most effective way to sustain culture is through people-centric interactions that teach both skill and provide emotional support.

- **Leader Action Plans (LAPs)** – offer a comprehensive, high-level plan of action to reinforce effective leader behaviors. LAPs are built from organizational intelligence formulated through the interactions of others relating to core values, beliefs and attitudes. LAPs are not performance evaluations, plans for improvement, or defined pathways for promotion. Instead, they are a collection of ideas, suggestions, tips and behaviors that allow individuals of authority to become the most effective leader as possible.

LAPs provide leaders with the type of actions they should continue or keep doing, things they should consider or be mindful of, and those activities they should stop or avoid doing altogether.

LAPs are customized to each organization and include a series of 6-8 interviews to compile the plan follow up with three separate one-hour development sessions for interpretation and accountability with a professional coach.

- **Leadership Coaching** - an Accountability and Coaching for Transformation (ACT) partnership designed to transform leaders (Leader Participant or LP) in the areas of culture and leadership, corporate achievement and self-actualization.

The ACT Coach guides leaders to thrive in a Cohesion Culture™ where people have a sense of belonging, are valued, and share in mutual commitments. Effective leaders of cohesion adopt a transformative mindset that first focuses on others then self. Through effective coaching, individuals face those issues and situations that often keep them from following through.

This program is customized for results with executives, vice presidents, key middle management, directors, and team leads.

- **Cohesion Culture™ Cohesive Leadership Workshop Series** are available with customizable content to meet desired outcomes. Some of the topics include, but are not limited to:
 - Affirmation Program
 - Coaching to Core Values
 - Cohesive Communication
 - Conflict Resolution
 - Core Values Workshop
 - Delegate to TEACH
 - Dysfunctions of a Team
 - Empathy Mapping
 - Employee Engagement
 - Goals and Systems
 - Levels of Initiative
 - Managing Change through a Structured Conversation (Enhance Worksheets)

- Mentoring and Organizational Internships
- POWERup Your Leadership
- ReBOARDING Series (on-boarding)
- Remote Supervisory Training
- ReTENTION Strategies (Cohesion Huddles and Daily Debriefs)
- Selling with Cohesion
- Stay Interviews
- Supervisor Training (Affiliation, Achievement, and Accessibility)
- TEAM Method for effective Gatherings
- Train-the-trainer Workshops
- Trust Workshop

ABOUT THE COHESION CULTURE™ TEAM

Dr. Troy Hall is an award-winning talent retention consultant, public speaker and best-selling author of “Cohesion Culture: Principles to Retain Your Top Talent.” As the founder of [Cohesion Culture™](#), he has dedicated his career to establishing a cycle of culture wellness in the corporate and professional sphere. Hall’s executive coaching is built on the strategic framework of Cohesion Culture™, making the concepts of belonging, value, and shared commitment easy for organizations to adapt and implement.

Ben-Jamin (pronounced Ben Jammin’) Toy is a passionate, faith-driven, and generous man. He loves life. Daily Ben strives to be a better husband and human. His mission is to be a passionate leader who avidly embraces deliberate actions to grow and harvest the best, abundant fruit in himself and others. Professionally, Ben-Jamin works with elite clients spanning the globe, from well-known fortune 500 companies to special ops forces representing five countries. He is the founder of On Purpose Adventures, a driving force in purposeful, unconventional, and effective team building for over a decade, and co-founder of Cohesion Culture™. A sought-after facilitator, consultant, and speaker, Ben-Jamin continues to focus his heart, soul and substantial knowledge of culture wellness into each learning experience, promising a fun and engaging encounter with tangible results.

Karmen Zabron has a "Big L" Love for people, workplace cultures, and all things nerdy and fun. She has over 20 years of experience in the people business, having served in HR, Leadership, Sales, and Coaching & Development roles during her career, and has been instrumental in developing and implementing strategies to create positive, productive (and fun!) work environments over several different industries. She's not just passionate about People & Culture, she's an absolute geek about it (who can still be fun at parties). She's a non-traditional HR Thought Leader with experience working in a variety of HR disciplines, including talent acquisition and development, performance management, engagement, retention, and global employee relations.

Jen Chacon is a coach, facilitator, idea generator, and entrepreneur. She left a 20-year career in the nonprofit sector to follow her passion of helping people create a life and career they love. Jen helps businesses provide a growth plan and support for their employees, and individuals create less stress, more balance and greater purpose in their lives. Jen is married to Joe and a stepmom to four amazing kids entering various phases of high school and adulthood. They love to travel and are active in their



church and are excited about life with grandchildren. A die-hard VA Tech fan and somewhat of a coffee addict, Jen tries to find the joy in the everyday of life and hopes to encourage others to do that as well.

Trevor Crunelle is a Growth Coach working with small to medium-sized business leaders. He is certified in The Strategic Mindset© coaching process and works closely with leaders to focus on goal motivation and success. As a US Naval Officer, Trevor knows what it takes to make things run with efficiency and precision. He had a bachelor's degree in Biomedical Engineering from Northwestern University and a master's degree in Business and Management from Webster University. For the past 32 years, Trevor has been an entrepreneur, and since 1991 have worked in sales and management in the medical device industry.

Mattis Pottiger, II is called to care for people as Ordained Minister to serve, pastor, and lead. He is a creative thinker and energetic communicator who loves connecting people to their passion and purpose. Networking in personal and work life comes naturally to him. Mattis loves to help people connect with the intent to discover and step into meaningful service and work. He has experience working in both the non-profit and for-profit sectors bringing synergy to missional, forward-moving organizations with marketing, partnership development, coaching, and training skills.