

# WhiteSpace Culture Change

## Executive Summary

You're a senior executive. You don't need many words.  
Here's what we do in a nutshell:

- |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| WHAT | We help high-achieving teams reduce busywork so they can execute better, increase productivity, and waste less time.                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| WHY  | We are brought in by companies where low-value tasks are gobbling up professional capacity, where talented folks are working on the edge of burnout, and where time to step back, think, and innovate is scarce.                                                                                                                                                                                                                                                                                                                                                            |
| WHEN | We're often brought in by organizations doing work simplification but ignoring critical elements. Typically, large companies use reorganizations, technology upgrades, and process improvements when wanting to become more agile, but they tend to forget human habit, culture, and philosophy.                                                                                                                                                                                                                                                                            |
| HOW  | We teach through a core program of digital micro-learning with a total learner time commitment of 21 minutes per week over a six–eight month period. Content covers email, meetings, team effectiveness, fire drills, communication, dealing with difficult people, creativity, cell phones, vacation, balance, and more. This coursework is augmented with add-ons such as assessments, webinars, executive consulting, and other services depending on passion and budget. All digital roll-outs are supported by our comprehensive accountability process and playbooks. |
| WHO  | Because WhiteSpace work is cultural, we teach to an intact population. If the whole company does not begin simultaneously, the learning group should be intact with minimal cross-functional interaction with those who will be unaware of the new mind-set. Examples might be an intact line of business such marketing, sales, or operations, or a segmented geography.                                                                                                                                                                                                   |

## METRICS

We tie our behavior change improvements to measurable and quantifiable metrics that are chosen together at the start of an initiative. Attached with this document, you will find case studies to show off the valuable gains in email reduction, meeting time reduction, and general talent capacity reclaimed.

## COST

The cost of our initiatives typically run between \$450 and \$950 per person with some variety at the top end depending on the high-touch services chosen. Costs can be lower for large groups with economy of scale.

## TYPICAL ROADMAP

### ENGAGEMENT PROCESS

**Step One:** Hold WhiteSpace discovery call with internal advocate

**Step Two:** Execute live demo which includes all green-light decision-makers

**Step Three:** Hold post demo call to collect proposal specs

**Step Four:** Generate and deliver proposal

**Step Five:** Produce SOW upon acceptance of proposal

**Step Six:** Champagne all around

**\*\*Pursuant to productivity in all things, we provide a 10% discount to all groups who complete their full engagement process within 60 days of their first call.**

### INITIATIVE PROCESS

**Step One:** Choose learning population

**Step Two:** Execute pre-initiative diagnostic survey

**Step Three:** Design and execute kick-off event

**Step Four:** Commence digital micro-learning

**Step Six:** If full company is not engaged from start, roll to the next group or organization-wide

**Step Seven:** Move pilot group to second phase or maintenance program

## GIVING

We believe nonprofits that have WhiteSpace can give more, raise more critical funds, and contribute more, powered by an internal culture of thoughtfulness. We donate our services to elect nonprofits that struggle with efficiency and would love to share these stories or help your favorite cause.