# WhiteSpace Culture Change
## Executive Summary

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

**WHAT** | We help high-achieving teams reduce busywork, so they can execute better.

**WHY** | We are brought in by companies where busywork is 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 as the missing recipe ingredient to organizations doing work simplification but ignoring critical elements. Typically, large companies use reorganizations, technology improvements, 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. 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** | It is typical to choose a pilot population of 250–500 people before rolling through the organization. We assess potential populations based on two main factors:

1. **Leadership personality:** The person over the pilot must be what we call an *evolved leader*—that is, someone who understands the importance of this work and models suggested behaviors.

2. **Intact population:** The pilot population should be an intact group that works largely with each other; so that their cultural shifts are not constantly poisoned by the untrained perimeter.

**METRICS** | We tie our behavior change improvements to measurable and quantifiable metrics that are chosen together at the start of an initiative.

**COST** | Cost of our initiatives typically run between $400 and $900 per person with variety at the top end depending on the high-touch services chosen.

**TYPICAL ROADMAP** |

**Step one:** Choose pilot population

**Step two:** Execute pre-initiative survey

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

**Step four:** Commence digital micro-learning once per week

**Step five:** Conduct midpoint survey at 16-week training mark

**Step six:** Roll to the next group or expand organization-wide

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