

KEY CRITERIA FOR SUCCESSFUL CULTURE IMPACT CAMPAIGNS

CHECK THESE BOXES BEFORE YOU LAUNCH



LEADER EXAMPLE

All leaders should embody the desired culture. Leaders must actively demonstrate the behaviours and values they expect from their team.



THE WHY

People need to understand why specific values are important and how they align with the organization's vision.



COMMUNICATION

Ensure the campaign's goals, expectations, and progress are communicated clearly and consistently. Utilize various channels to ensure everyone feels included.



PARTICIPATION

A sense of ownership and empowerment is critical. Involve employees in decision-making, feedback, and peer support.



RECOGNITION

Establish formal recognition programs that highlight exceptional contributions. Also encourage informal recognition between peers.



STORYTELLING

Stories of shared hardship and endurance, and good outcomes, are powerful ways to create emotional connection, pride and a sense of belonging.

REINFORCEMENT

Regular, short-form content is very powerful in raising **awareness**, creating **care**, changing **attitudes** and establishing a positive **mindset**. Habiit specialises in the design and execution of reinforcement campaigns like this.

