



CULTURE
REDESIGNED

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Culture & DEI Workshop For The Cannabis Industry

Impacting The Workplace & Beyond

Great for cannabis employees across the spectrum, attendees of this course will walk away with actionable frameworks that, when implemented, can **increase employees' performance, appeal to prospective new hires, and create a Diverse, Equitable, & Inclusive cannabis business.**

Through live, instructor-led virtual sessions, attendees will participate in interactive assignments to **develop an Employee Engagement Plan and a Strategic Community Engagement Commitment.**

**Enhance Company Culture;
Embrace Diversity, Equity,
& Inclusion**

Ready for a
**202% increase
in employee
performance?***

**Ensure Employees
are Actively Engaged.**

Topics Covered

- Employee Value Proposition (EVP)
- Culture blueprint
- Becoming a positive change agent
- Behavioral drives
- Forces of disengagement
- Diversity, equity, and inclusion (DEI)
- Talent attraction

Register Today



Massachusetts companies can receive free culture training through courses Culture Redesigned is offering through the Workforce Training Fund Program Express Workforce Fund. Applicable companies with less than 100 employees can receive 100% reimbursement upon program completion. Applicable companies with more than 100 employees can receive 50% reimbursement on the training costs. Grant Application and approval required through the Workforce Training Fund Program Express Workforce Fund. Non-profit organizations, including schools and most credit unions, are not eligible for this state program.

*<https://teamstage.io/company-culture-statistics/#:-:text=Having%20highly%20engaged%20employees%20can,to%20a%2033%25%20revenue%20increase.>

What Drives Us Forward

Most companies have their values posted on the wall. They say their main focus is customer satisfaction. In most cases, those values don't affect the decision-making process or the employees' daily activities and negatively impact the final customer.

Culture Redesigned targets employees' lack of performance and engagement, helping create highly motivated and engaged teams that deliver exceptional products and services, leading organizations to improved customer satisfaction and retention.

Creating a tangible, winning culture in everyday activities that every team member lives is a real solution in a competitive market. Culture is something that competitors can't copy.

About Adriana

Hi, I'm Adriana, MBA – SHRM SCP & Culture Strategist.

I coach business owners on how to create a winning culture that leverages their company's identity by articulating and integrating the culture into the behaviors of their employees while inspiring them to perform at peak levels and achieve outstanding results.

Process + People doesn't equal success UNLESS you offer an environment where people can thrive.

But it's not just about putting a nice quote on the wall. To build a winning culture, you must communicate culture tangibly so employees ritualize it and externalize it through their behaviors and attitudes.

That's what I'm here to help you achieve.

Learn
More

