

# The Culture Catalyst Playbook

## *Design Events That Actually Move Your Culture*

### **Why This Matters:**

Most leadership events are well-produced but poorly aligned. This blueprint helps you design a high-impact experience that turns your culture goals into tangible momentum.

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### **Step 1: Clarify Your Culture Goal**

What cultural shift do you want to drive through this event?

- ☐ Rebuild trust between leadership and employees
- ☐ Strengthen DEI beyond statements
- ☐ Create alignment around new values or strategy
- ☐ Equip frontline leaders with new tools
- ☐ Improve cross-team collaboration
- ☐ Other: \_\_\_\_\_

### **Step 2: Align Your Agenda Around That Goal**

#### **Keynote Message:**

- ☐ Names the real issues
- ☐ Connects to audience pain points
- ☐ Offers hope and strategy, not just hype

#### **Breakouts:**

- ☐ Behavior-focused, not just theoretical
- ☐ Includes tools, roleplays, or frameworks
- ☐ Tied to post-event application

#### **Executive Visibility:**

- ☐ Senior leaders are active participants
- ☐ They respond to cultural issues publicly
- ☐ They model vulnerability and accountability

### **Step 3: Design for Follow-Through**

Post-Event Touchpoints:

- ☐ Town halls or listening sessions scheduled

- ☐ Survey or feedback loop for what landed
- ☐ Culture commitments communicated by leadership

Sustained Action:

- ☐ Internal champions or task forces assigned
- ☐ Follow-up coaching, workshops, or strategy sessions booked
- ☐ Metrics identified (retention, trust, morale, etc.)

## Step 4: Measure What Matters

Choose 3–5 success indicators:

- ☐ Increased engagement scores
- ☐ Shift in trust or DEI sentiment
- ☐ Uptick in leadership visibility
- ☐ Improvement in retention
- ☐ Higher manager confidence or performance
- ☐ Other: \_\_\_\_\_



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Let's build a culture-shifting experience together: [Book Now](#)

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