

## Getting Started: Culture & Talent Playbook

Welcome to the SmartTribes Playbook. We hope you'll use the files in our Culture & Talent Playbook to create a vibrant culture of passionate, committed, emotionally engaged associates.

If you aren't yet working with a culture coach at SmartTribes Institute, please reach out to us to discuss how we can help you gain the optimal leverage from this playbook and from our team coaching webinars. You'll also see our training summaries in the SmartTribes Training Program and Process document.

Here is a list of files in this playbook, and the business opportunities each help you to capitalize upon or cure.

Business Opportunity	File Name
Assessing employee engagement and satisfaction	Sample Associate Survey Questions
Assessing employee engagement and satisfaction	Sample Associate Survey Reporting Template
Behavior change, personal improvement plans, counseling associate to turn around challenges	7 Step Feedback Frame
Culture game plan creation and contents	Create the Culture of Your Dreams
Culture: developing a company culture that embodies its mission, vision, values	Human Capital Development Framework
Culture: how to create a culture of celebrating company success fostered through a rewards program for all employees	Team Incentive Plan - Complex
Energy management	Kit 14: Managing Your Energy To Keep Your Momentum

Business Opportunity	File Name
Operational efficiency and Standard Operating Procedures	Kit 7: Optimize Your Daily Operations
Performance Tracking	Sample IDP Tracking
Performance Tracking	Sample Performance Self Eval
Performance: evaluation	Kit 6: Assess Your Team's Performance Kit
Performance: having your team use their tools to create sustainable results and overcome challenges	How To Launch Leadership Lunches
Recruiting: accountability	How To Recruit For Value Alignment and High Accountability
Recruiting: create a recruiting process that is unique to their culture	Effective Recruiting and Retention Process For Consistent Results
Recruiting: process	Kit 2: The Ultimate Recruiting Kit
Recruiting: process	Sample Job Description – VP Talent Mgmt and Corp Admin
Team appreciation	Culture & Sharing Values Picture Examples
Values: how to model clear values	Values Examples
Values: personal and aligning individual to organization	Kit 8: What Do You Stand For – Defining Personal Values