The best way to boost revenue, profits, fulfillment, fun, and performance in general, is to create an **emotionally engaged** and **emotionally agile** cultural identity. Without specific structures in place, you might be unintentionally disengaging your tribe. The brain needs structures to connect the heart to the workplace, to bring emotion in, so our teams know we care about them. To do this, you need a Cultural GAME Plan.

**Growth**
How are you helping your team aspire to greater knowledge and capabilities?

**Appreciation**
How are helping your team feel appreciated and valued?

**Measurement**
How are you ensuring your team performs and understands your expectations?

**Engagement**
How are you keeping everyone’s hearts and minds focused on how much they love your organization?

Your Cultural GAME Plan needs to encompass safety, belonging, and mattering throughout the entire Employee Experience (EX), including recruiting and onboarding, performance motivation, and ongoing talent optimization.

Here’s how to increase SBM through specific structures, tools, and rituals for growth, appreciation, measurement, and engagement. **Note how each part of the plan maps to SBM Index results (S for safety, B for belonging, and M for mattering):**

- **G**
  - Individual Development Plans [S, B, M]
  - Leadership Lunches [B]

- **A**
  - Annual Learning Plans [S, B, M]
  - High 5s [B, M]
  - Weekly Wins [S, B, M]

- **M**
  - Feedback Frames [S, B, M]
  - Engagement Surveys [S, B, M]
  - Weekly Status [S, M]

- **E**
  - Mission, Vision, Values [S, B, M]
  - Optimal onboarding process [S, B, M]
  - “Coffee with CEO” program [B, M]
  - Friday Toasts [B, M]
  - Engagement Surveys [S, B, M]

* A GAME Plan will span many months or even years as an organization rolls out relevant programs.

Our clients reap these benefits from implementing a GAME plan:

- **Employee retention of 90+%**
- **Increased profit per employee by 22+%**
- **Increased performance of 35-50%**
- **Decreased time to recruit open positions by more than 50%**
- **Increased emotional engagement, agility, and morale by 67-100%**