

Special Webcast

Why Every Communication is a Culture Piece

July 27, 2021



PartnerComm will be covering how to get your communication to reflect your culture in five key steps:

1

Craft unique
DNA

2

Get your
brand
design in
line

3

Be choosy
about
tactics

4

Get
leadership
involved

5

Don't skip
the
mundane



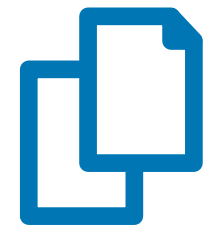
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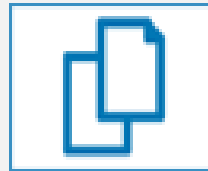


Making the most of the webcast

Ask Questions
(via the Q&A box)



Download
Resources



Start Group
Chat



Tell us about your experience to help us improve our future programs



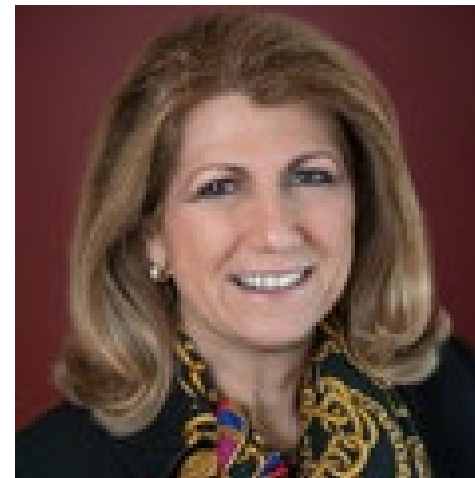
Today's Speakers



Laurie Korinek
Chief Creative Officer and
Co-Founder
PartnerComm



James Taylor
Chief Imagination Officer
PartnerComm



Lisa Hunter
(Moderator)
Program Director, Senior Fellow
The Conference Board

Super Official Inscription Translation:

**“Henceforth, doth
shall attract
and keep the
bestest [sic] and
brightest from
all 7 kingdoms.”**





CULTURE

IS KING.



CULTURE.

**It's how things get done
around here and it affects
our success.**

BIG TIME.



Culture Club



Comms Team



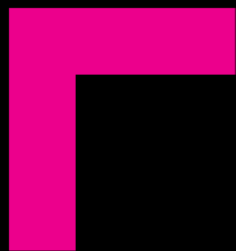
Lost in the weeds.

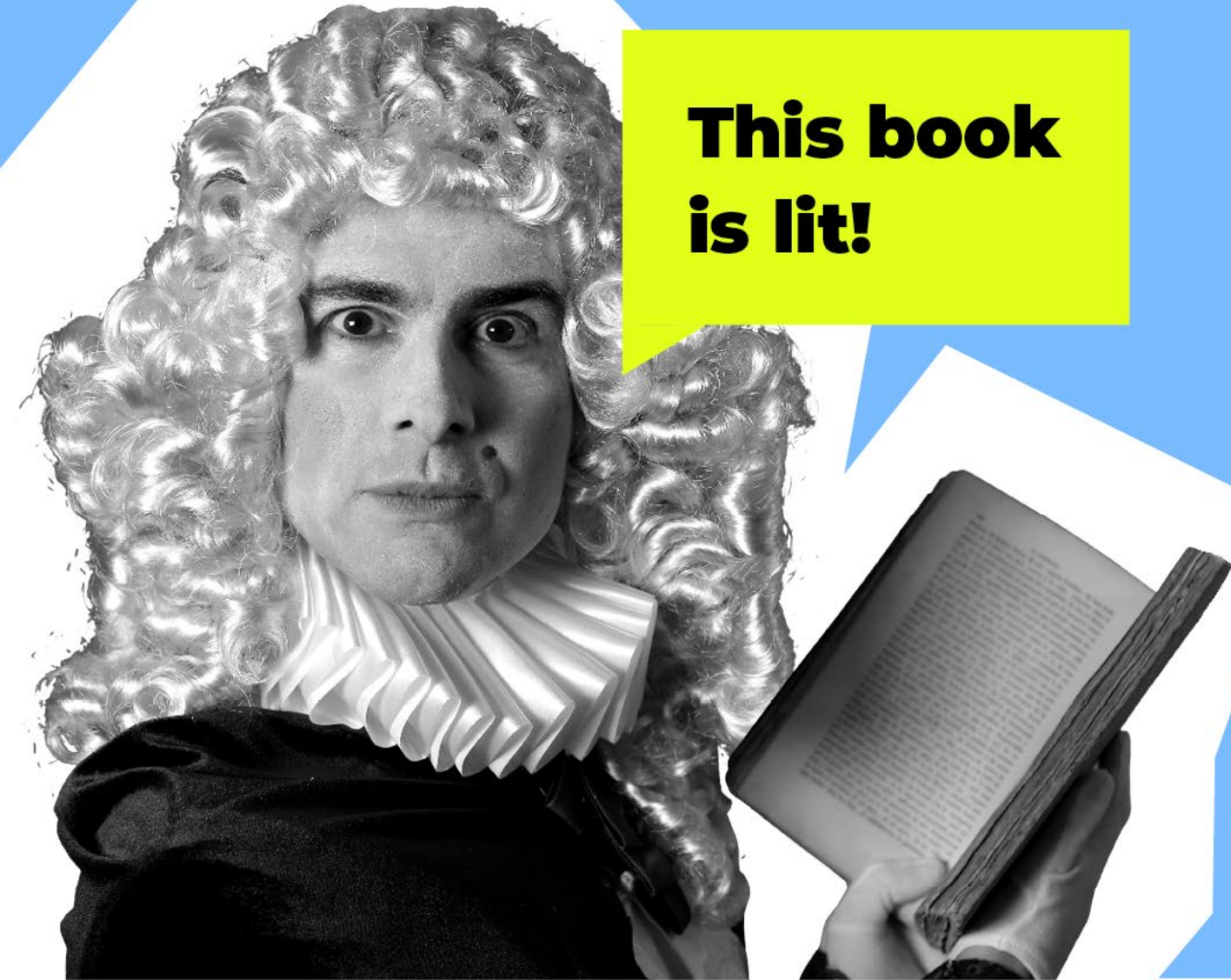
**EVERY PIECE
NEEDS TO BE A
CULTURE
PIECE.**

VIDEO 1



**Craft
unique
DNA**





**This book
is lit!**

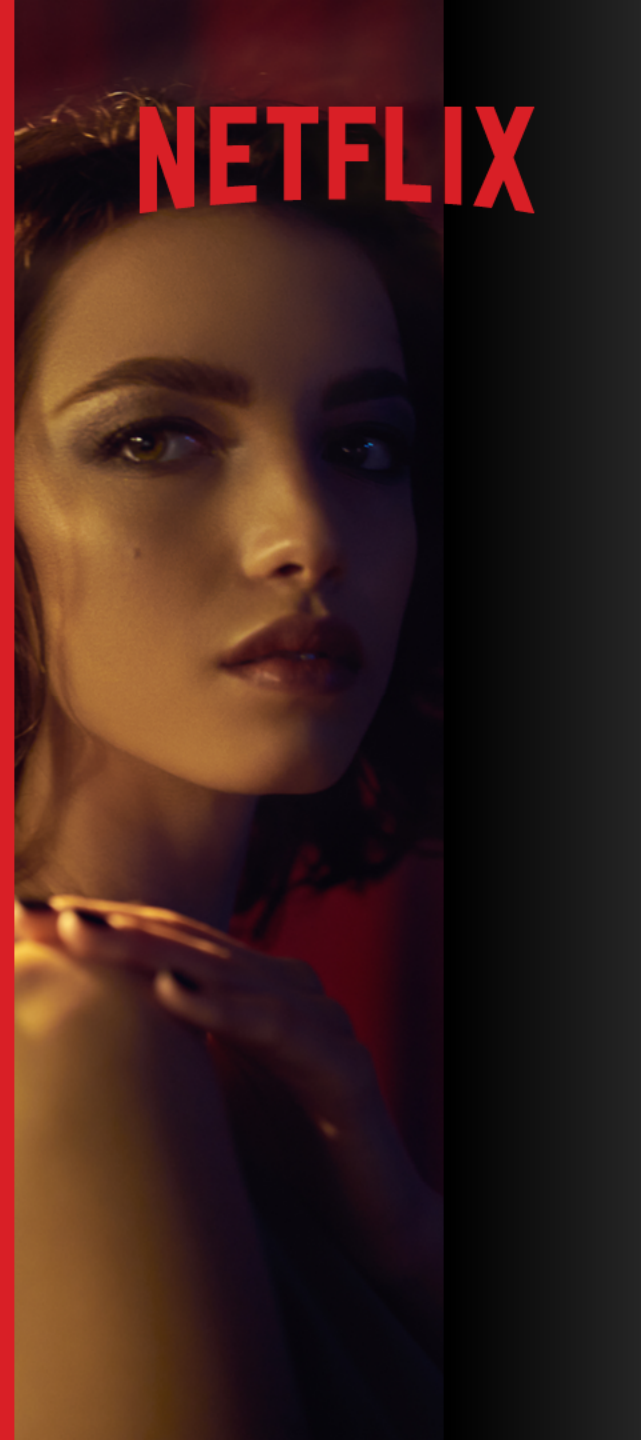
**Be an
AUTHENTIC
storyteller with
conversational
language and
candor.**

Avalarians wear orange. We're optimistic. Curious. Adaptable. We are intensely committed to making the difficult simple for our customers – which is really hard, but really rewarding. Some say we're a little quirky, but that's a good thing, right? We welcome and value unique people and insights, and we believe our winning culture sets us apart. We recognize, cherish, and hire to that conviction every day.



Our version of the great workplace is not great gyms, fancy offices, or frequent parties. Our version of the great workplace is a dream team in pursuit of ambitious common goals, for which we spend heavily. It is on such a team that you learn the most, perform your best work, improve the fastest, and have the most fun. We model ourselves on being a team, not a family. A family is about unconditional love, despite, say, your siblings' bad behavior. A dream team is about pushing yourself to be the best teammate you can be, caring intensely about your teammates, and knowing that you may not be on the team forever.

NETFLIX





First, let's cover the table stakes. Yes, you'll get all the usual perks. But if you're the rare creature we need, that's not why you're here. You're here because you want to build the future. You're here to free people from repetitive, boring jobs and have a blast in your job along the way. We're growing faster than we expected and that's humbling. This means you'll grow fast too. And one day, you can say that you were there at the very beginning.





AllianceData®



XOXO



Allie Childs

Senior Consultant

PartnerComm



Karen Smith

**Former VP,
Communications**

Alliance Data



DJ Carwile

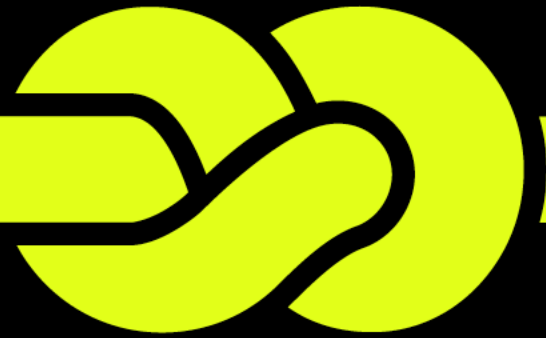
**Associate
Director, Video**

PartnerComm

VIDEO 2



**Get your brand
design in line**



Let DNA be your guide

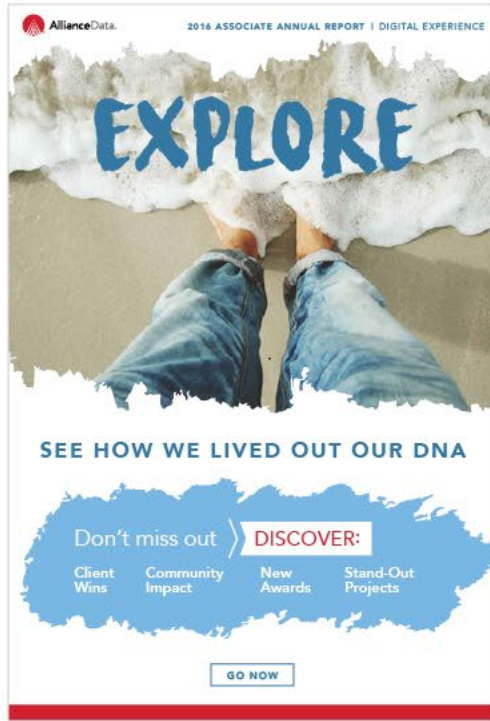


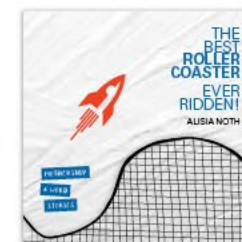
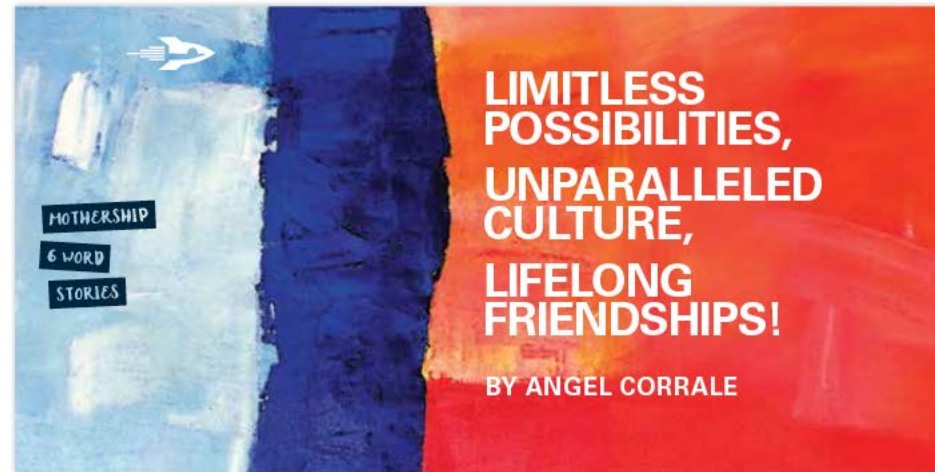
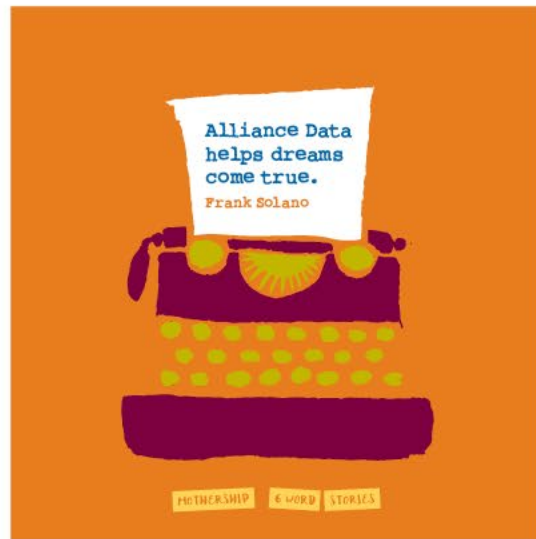
Think big picture

Avoid branding bumps

Be flexible

Create an emotional connection







GO AHEAD,
JUMP IN!

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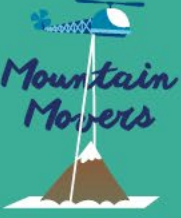


bagels
FOR BREAKFAST.
COMPETITORS
FOR LUNCH.

HOLLY ASHWORTH, CHICAGO

Next week is Employee Appreciation Week!

KNOW ANY TRULY PHENOM-TASTIC PEOPLE?

 <p>Mountain Movers</p>	 <p>Your Problems</p> <p>Help Ninjas</p>	 <p>Data Whisperers</p>
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Give them a shout-out on Pass It On and you could win 10,000 Pass It On points (\$100)!

Celebrate Employee Appreciation Week and spread the love!

RECOGNIZE NOW



**Be
choosy
about**

TACTICS



**STRAIGHT-
FORWARD:**

**straightforward
tactics**





**BOLD AND
INNOVATIVE:**

**bold and
innovative tactics**

VIDEO 3



**Get LEADERSHIP
involved**



Get to know the C-Suite as HUMANS.

1





2

**Make it
FACE TO
FACE, if
possible.**



3

Go

BIG!





MOTHERSHIP
WORLD TOUR



The Alliance Data Road Show

VIDEO 4



**Don't
skip the
MUNDANE**



Culture



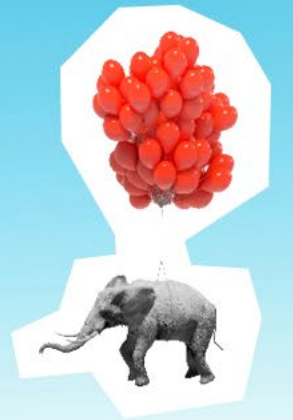
DIY Project 101

**Apply culture
LIBERALLY.**

VIDEO 5

CULTURE AND COMMUNICATION

A match made in heaven.



Upcoming Webcast Programming from The Conference Board



- [The Workforce of the Future is Built on a New ROI \(August 03, 2021\)](#)
- [The "Great Resignation" Is Here - Now What? \(August 25, 2021\)](#)
- [Talking the Talk: Strategic HR Conversations with the Wider Business \(September 02, 2021\)](#)

View all of our upcoming webcast programs at
<https://www.conference-board.org/webcasts/upcoming/>

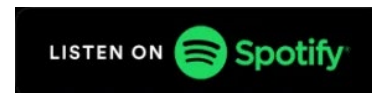


NEW Podcast Series: C-Suite Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide senior and C-suite executives with data-driven insights to prepare them for what's ahead.

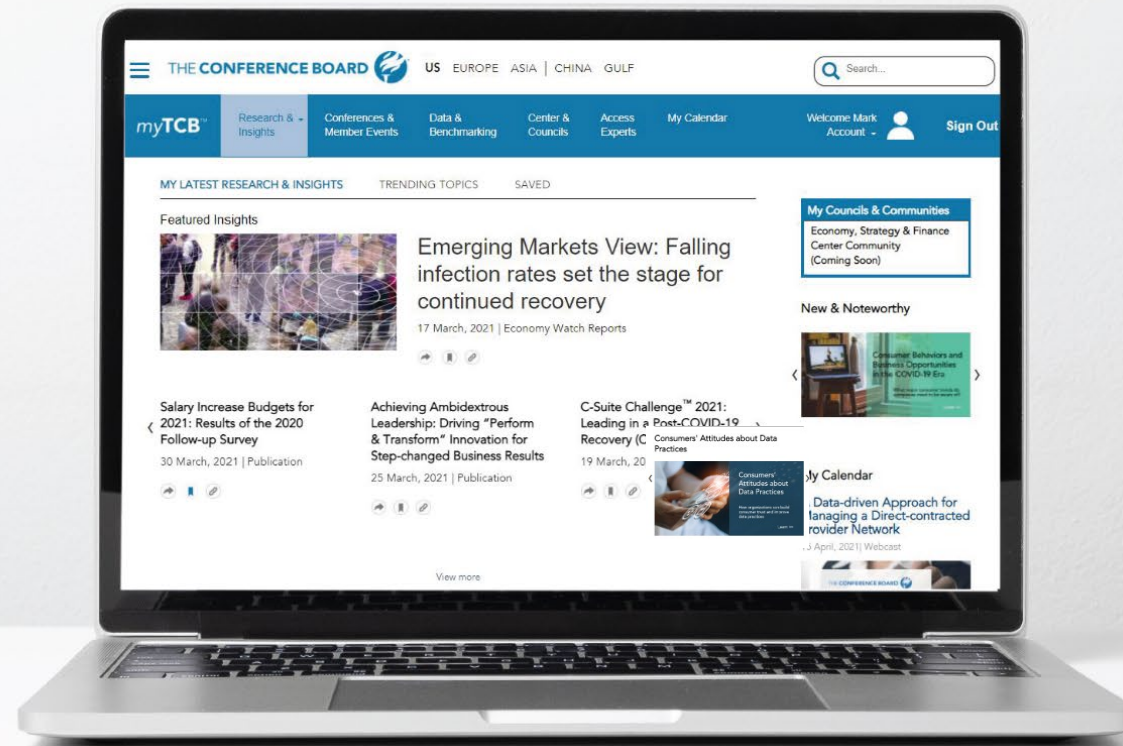
Available on our website at <https://www.conference-board.org/podcasts/c-suite-perspectives-podcast> or on most popular podcasting platforms, including:



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Watch this short [video](#) to get started.



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EMPLOYEE ENGAGEMENT & EXPERIENCE CONFERENCE

VIRTUAL EVENT

September 9 – 10, 2021

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