

**SMARTMINDS**

Next Generation  
Business Culture

# ALIGN CONNECT THRIVE

## ALIGN

Alignment of values, beliefs & behaviors allow an organization to work towards a shared vision.

## CONNECT

Connect the business, community & environment to create synchronicity & trust.

## THRIVE

Once trust forms an organization can thrive and contribute to the wellbeing of the Planet





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# ABOUT SMARTMINDS

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An organization growing for the future of the planet.

In modern business, the societal & environmental impact is rarely mentioned. A values-driven organization transforms the status quo by operating for the common good.

SmartMinds is a values-driven organization that is committed to educating Leaders towards improving business performance and positively impacting society & the environment.

By exploring the different aspects of culture, life, business and the environment we realized that the challenges in business weren't industry-specific; it all came down to the individuals. So we developed a framework that will lead organizations towards transforming their company culture.





## **MARK COPELAND, CEO**

Through traveling the world for over 20 years and working in more than 10 different industries, Mark developed a unique approach to life: "I have come to understand there is only one constant in life, change".

Copeland is a certified organizational development consultant and has designed an ecosystem for innovating Next Generation Business Culture that we call SmartCulture®



# Our Culture: What are our Vision, Mission & Values?



## VISION

### External Vision:

Transform the business world to positively impact society & the environment.

**Internal Vision:** Positively influence one another to be Authentic.



## MISSION

### External Mission:

Create & deliver life-changing content, platforms & training.

### Internal Mission:

Cultivate a values-driven community. Live the values!



## VALUES

Altruistic Giving

Willing Cooperation

Renew Purpose

Dynamic Adaptability

Optimum Efficiency

Open Communication

Optimal Health

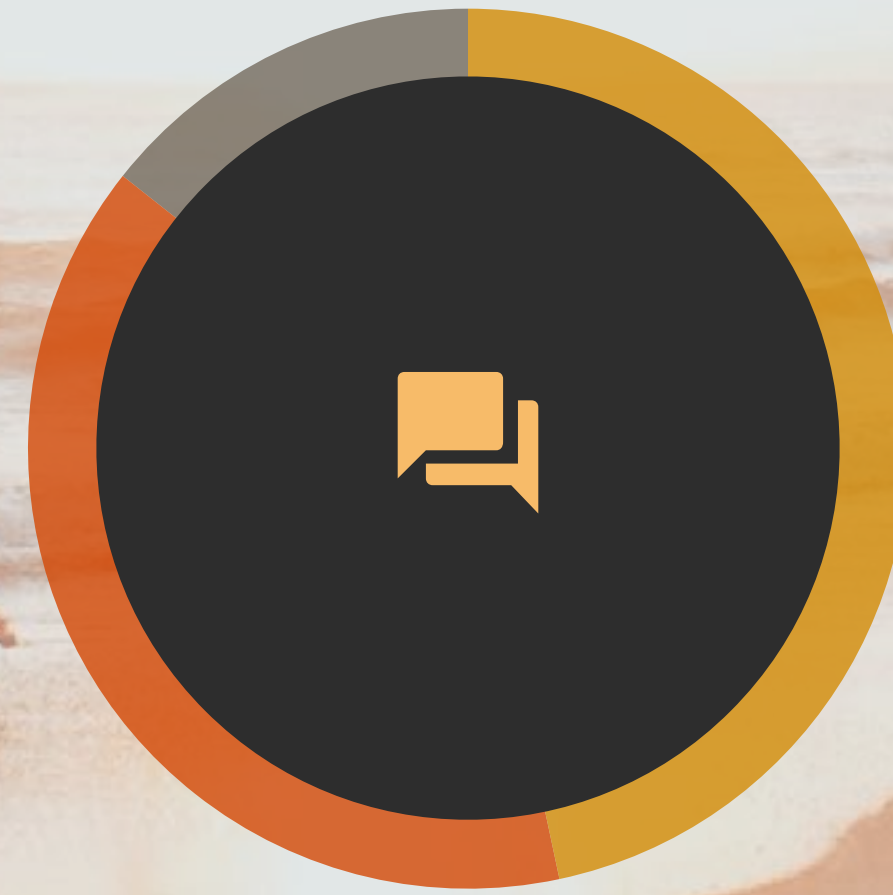


# OUR SERVICES



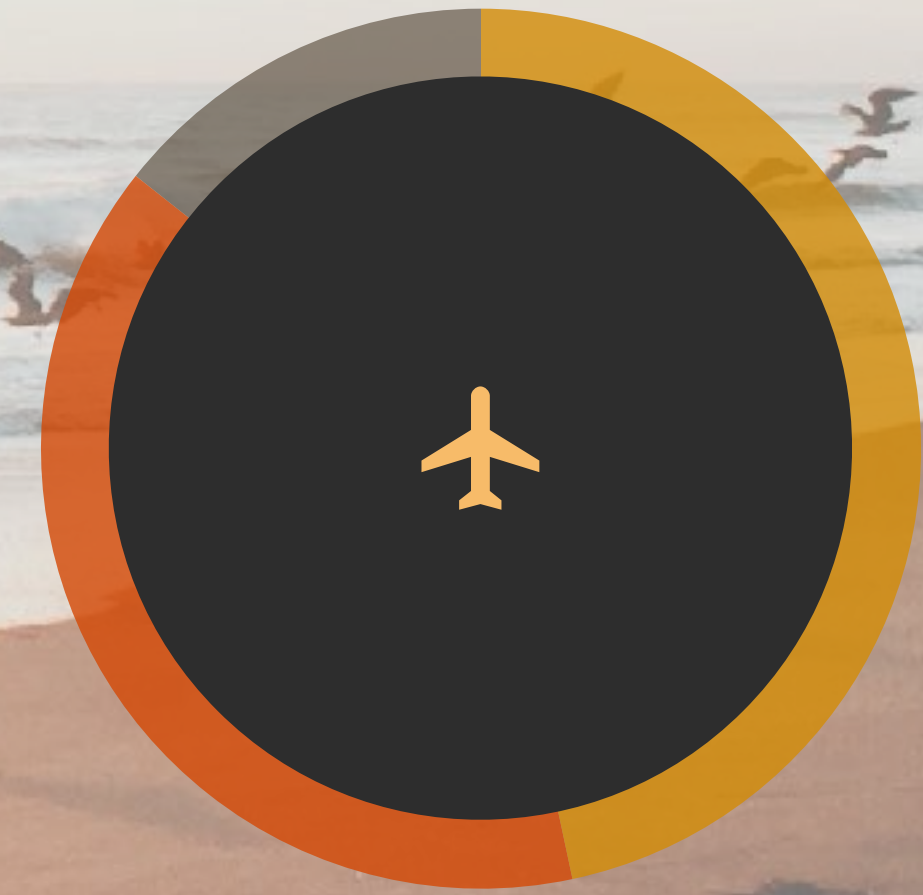
## CONSULTANCY

Coaching & training to improve both personal & professional performance.



## DIGITAL

Live webinars & digital courses to educate individuals on developing Organizational Culture & Mindset.



## EVENTS

Seminars, conferences, and 1-day accelerators to guide individuals towards making positive changes in their lives & business.





# SmartMinds Training Synopsis

Through a variety of CLT (Cause Level Training), SmartMinds works closely with the Leadership Team towards transforming their company culture, allowing employees to feel valued & connected to the organization.

There are 3 types of indicators in a business, although most companies only focus on the output and outcome. Output being productivity & engagement and Outcome being revenue produced by the business. SmartMinds works with the third type of indicator; the 'Cause' also known as the "intangibles".

The 'tangible' aspects are the strategies, processes & systems which make up 20% of a business. The intangibles actually make up the

remaining 80%. These consist of: Mindset, values, beliefs, habits, attitudes, traditions, and interaction patterns. This is what impacts the overall performance of a business.

CLT has an extremely high effect on both the output and outcome. It influences the quality and consistency of an individual's behavior & language.

The Leadership team will learn how to develop their mindset, health & energy levels to increase enthusiasm, productivity, and efficiency. Thus improving team performance, decision-making, communication and time & task management.







D.A.O

## Decentralized Autonomous Organization

Our approach to culture is to decentralize the status quo. Where authority is distributed across the organization to establish responsibility & trust between individuals. A decentralized model will allow a business to achieve a constant state of innovation.



# What is a Values-Driven Organization?

Where an organization and the individuals within it are powered by values

Culture Transformation is the process of installing a values-driven model in a business, where individuals are led by a shared vision, mission and a set of core values.

1600%

## **Culture Transformation**

Companies with high-performance cultures notice a 1600% increase of net income over a 10-year period.

© Barrett Values Centre

92%

## **Loyalty**

92% of employees working in businesses based on values plan feel a sense of loyalty, compared to 46% of those in strict top-down organizations.

© Forbes

99%

## **Customer Satisfaction**

An incredible 99% of high-trust and values-based companies observe highly satisfied customers versus 42% of top-down organizations. Employees at high-trust, values-inspired companies are 92% more likely to observe high levels of innovation.

© Forbes



# Culture Value Assessment

The CVA (Culture Values Assessment) was created by the Barrett Values Centre founded by Richard Barrett. They provide powerful metrics which enable us to measure and improve the intangibles of an organization.

This will provide an over view of a company's current & desired culture. The CVA highlights the levels of dysfunction (cultural entropy) within an organization.



## Why should your organization do a CVA (Culture Value Assessment)?

The CVA provides a detailed understanding of the personal motivations of employees, their experience within your organization, and the direction the organization should be heading.

This assessment provides a roadmap for achieving high-performance, full-spectrum resilience, and sustainability.





## Analysis

Understand what is important to your employees, how they experience the culture now and how they would like the culture to change.



## Values Jumps

Learn which values are most important to your employees.



## Cultural Entropy

Learn about the factors that are considered as obstacles for your team. These factors also limit the experience of your products & services.



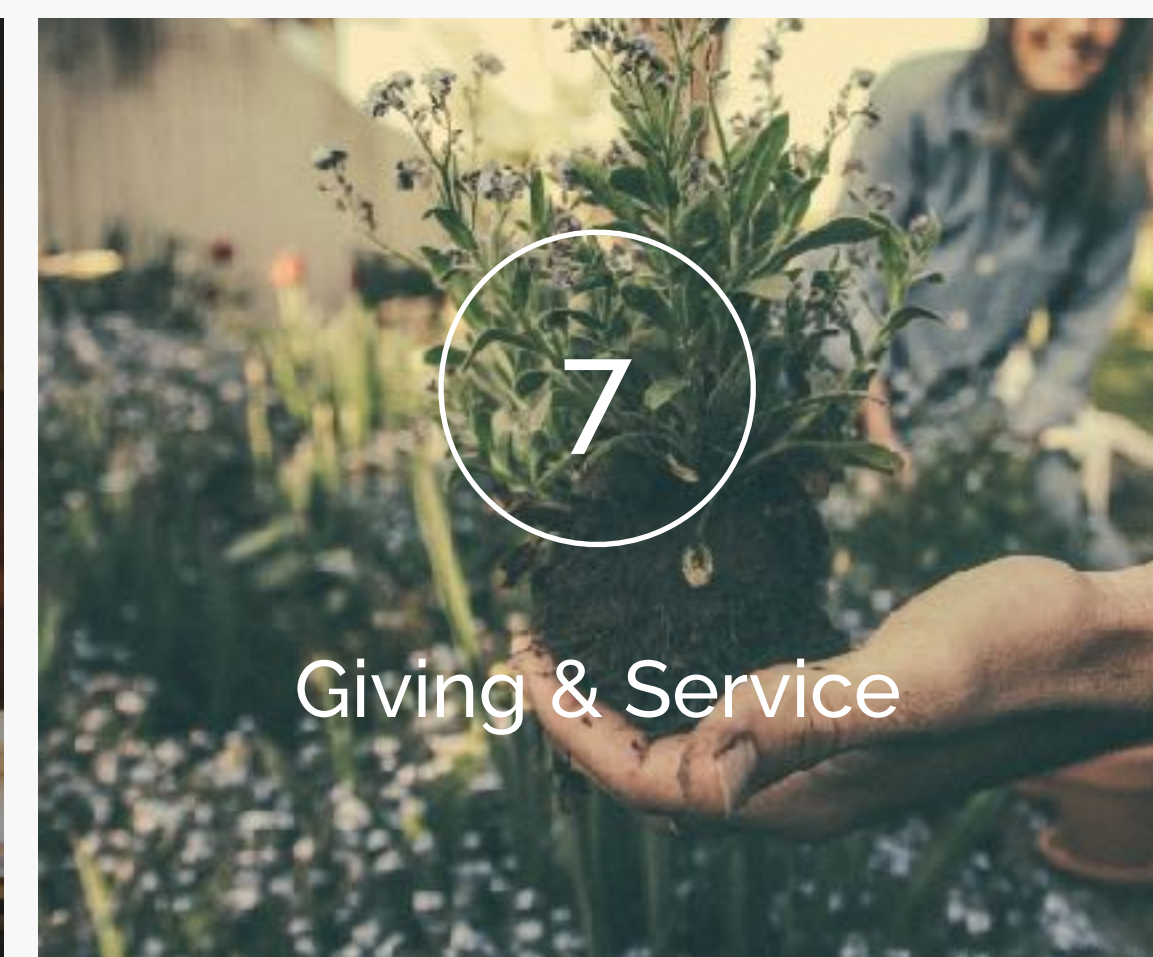
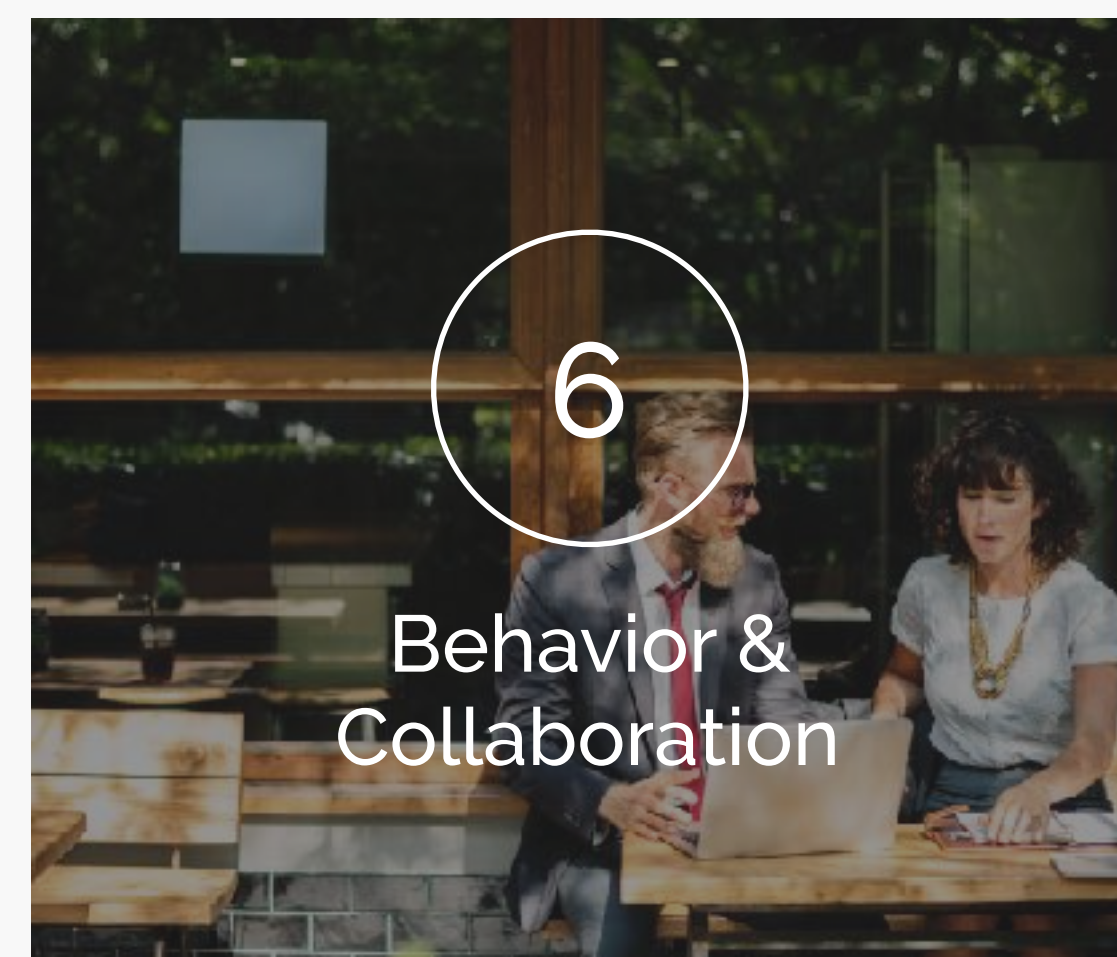
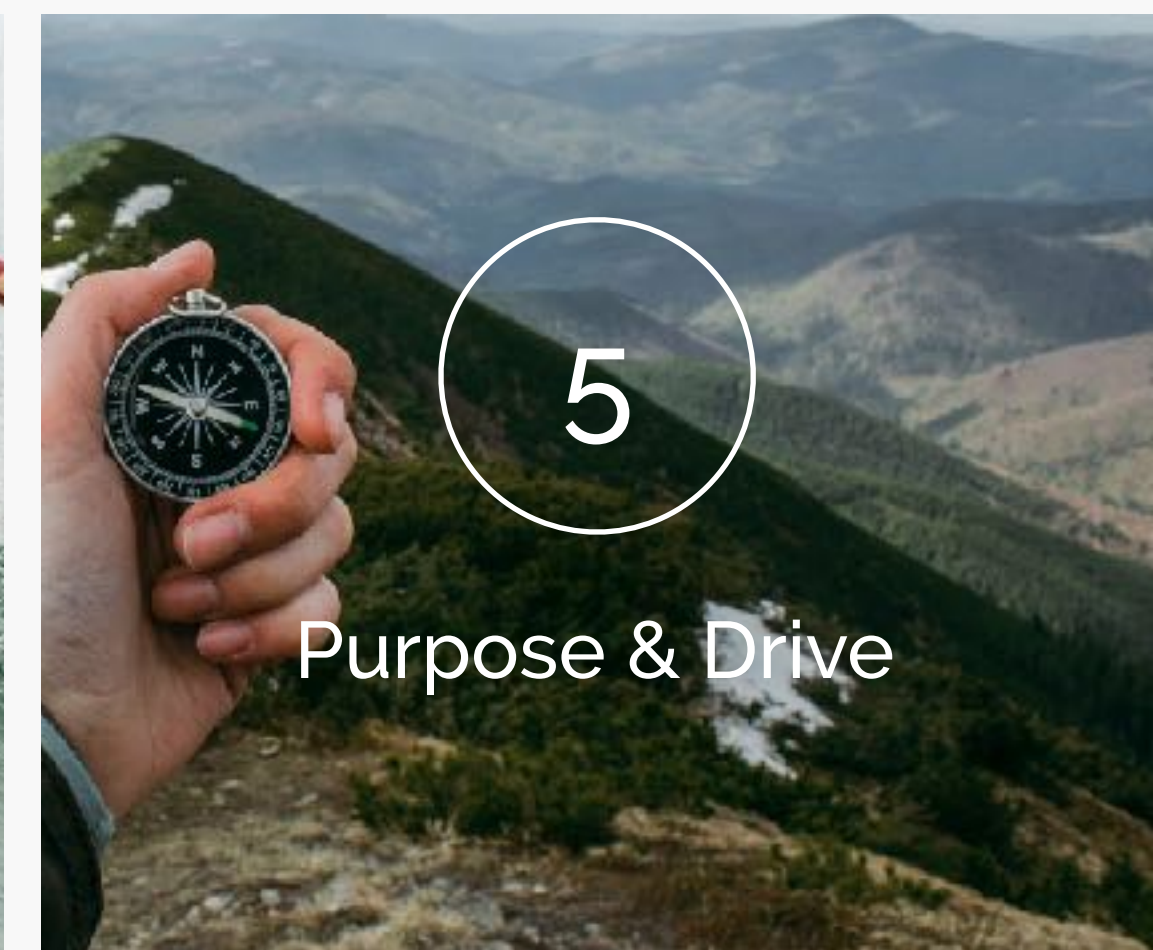
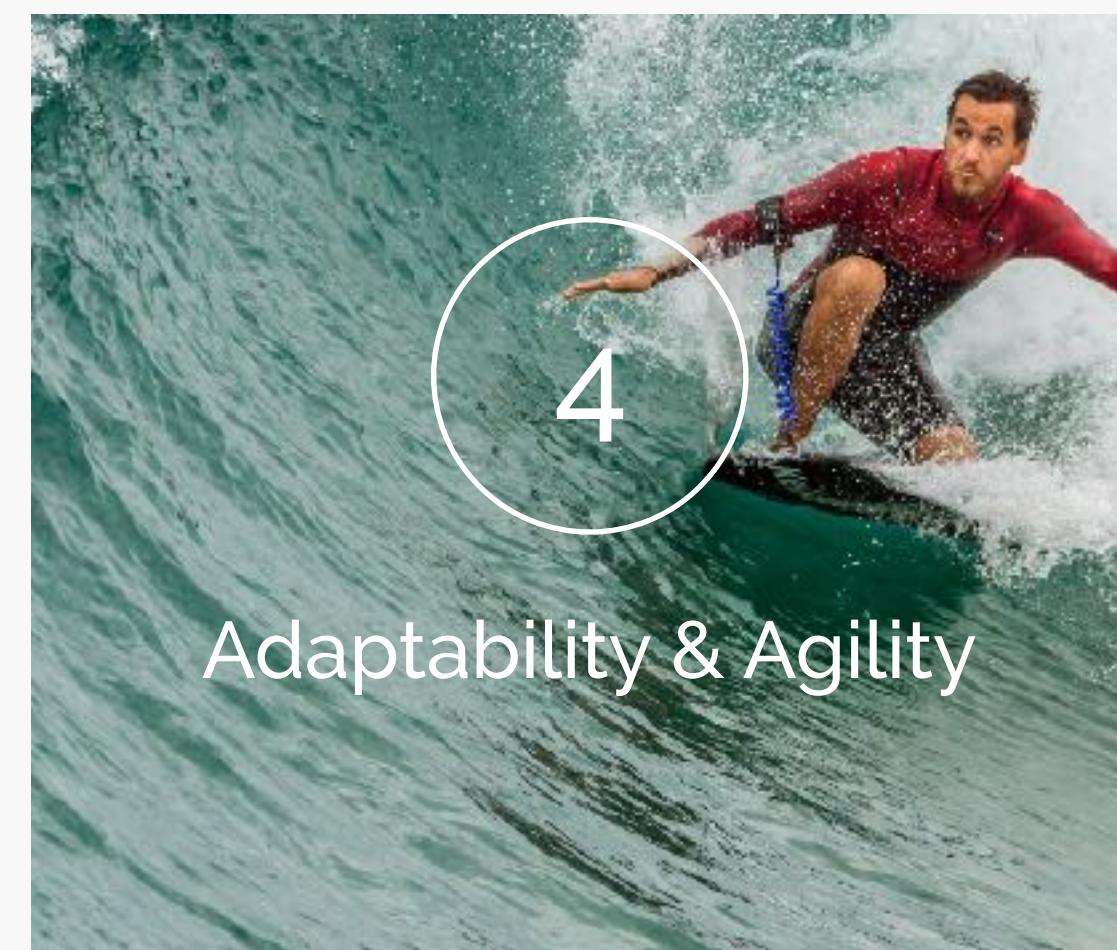
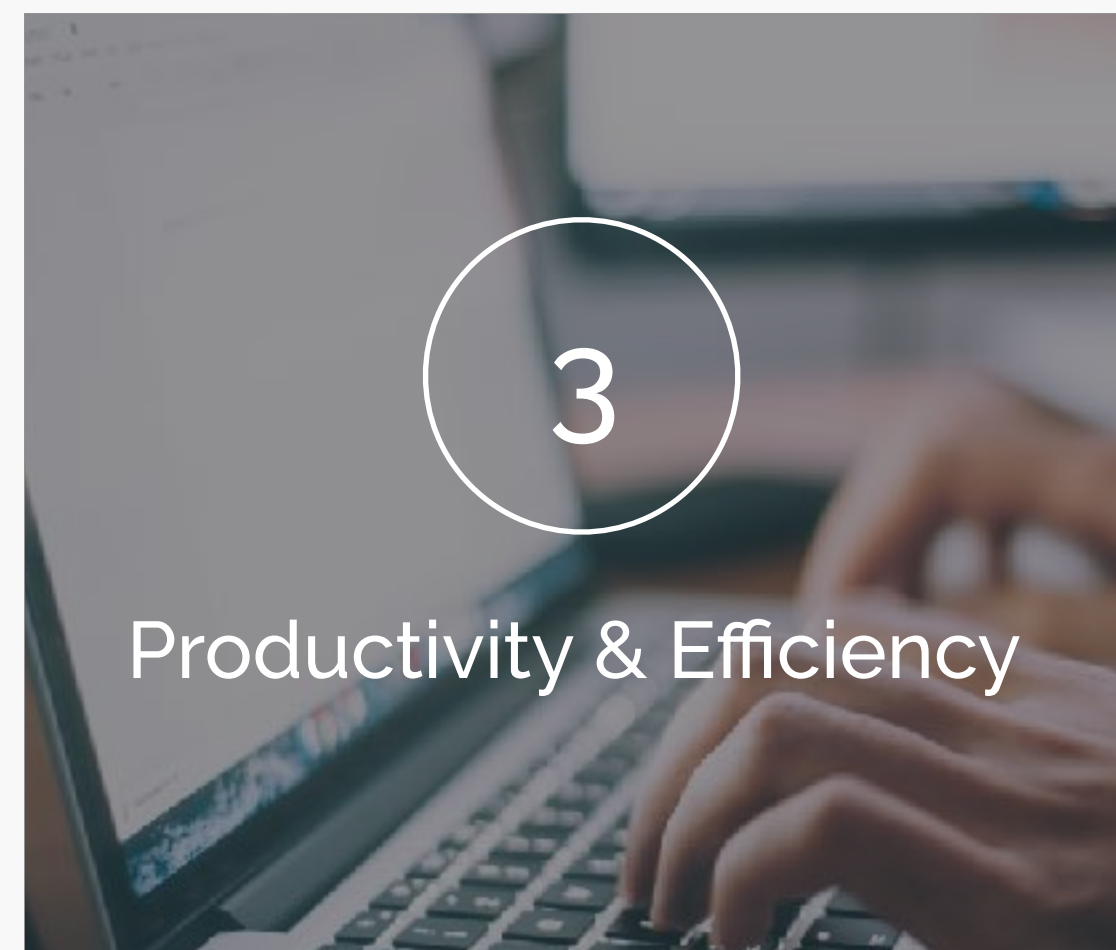
## Business Needs Scorecard

Explore the culture from an operational perspective, so that leaders can develop a culture and strategy to meet the needs of all stakeholders.

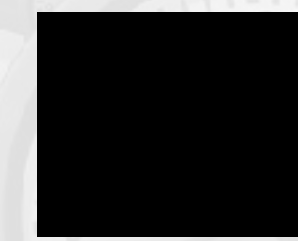


# SmartCulture® Eco System

SmartMinds has developed a 'Culture EcoSystem' consisting of 7 base elements that allow an organization to thrive. Each element promotes the longevity, sustainability and profitability of a business.







# Competitive Advantage

## TIME

Most Important Commodity  
that your business has

Time is the one thing you can't get back. A strong, healthy company culture improves all aspects of a business, creating time by removing all the actions, systems & processes that take time away.

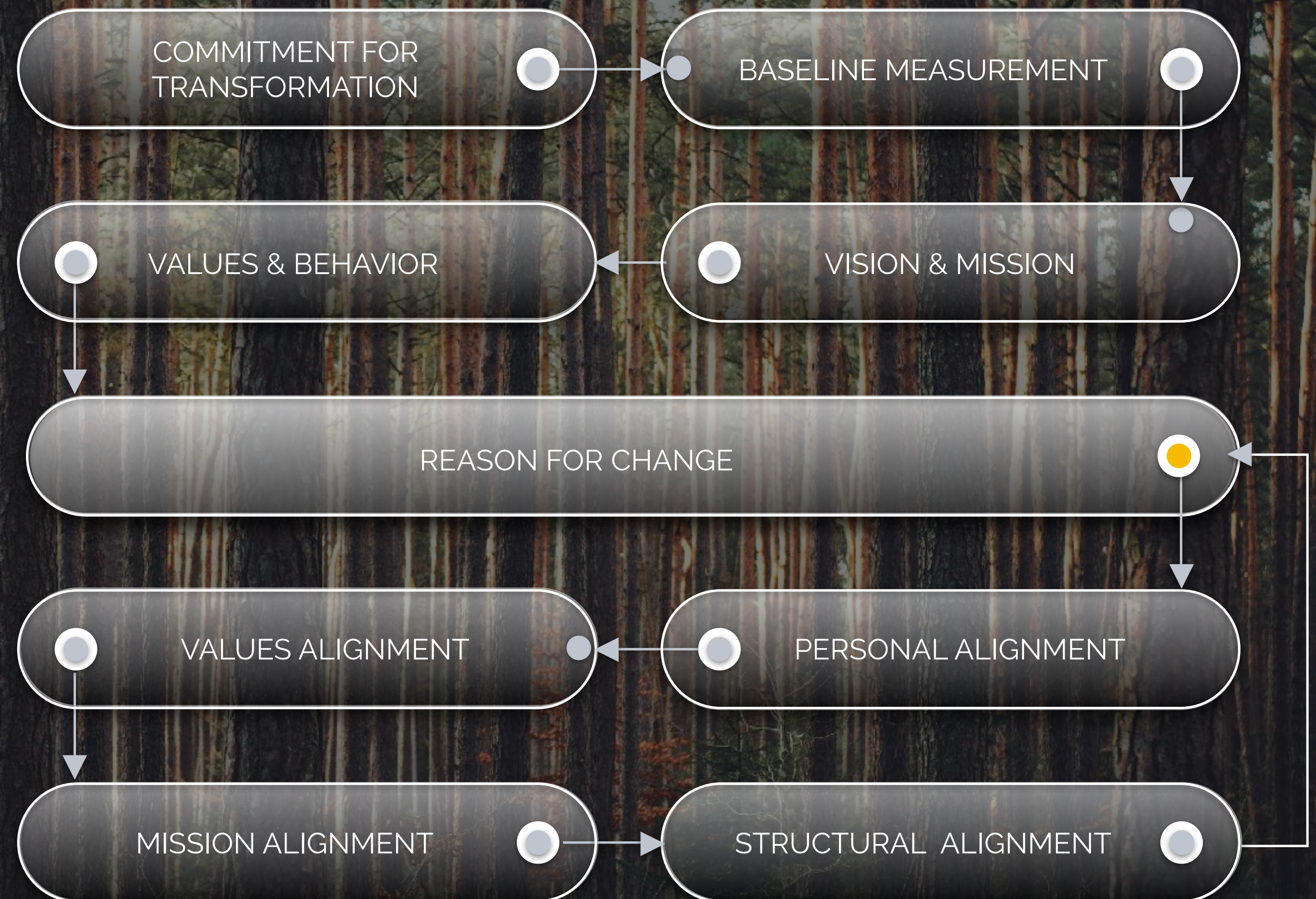
A high-performance culture is known to self-organize where day-to-day operations run smoothly, to create a successful balance of efficiency, productivity & quality.



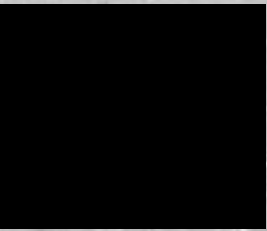
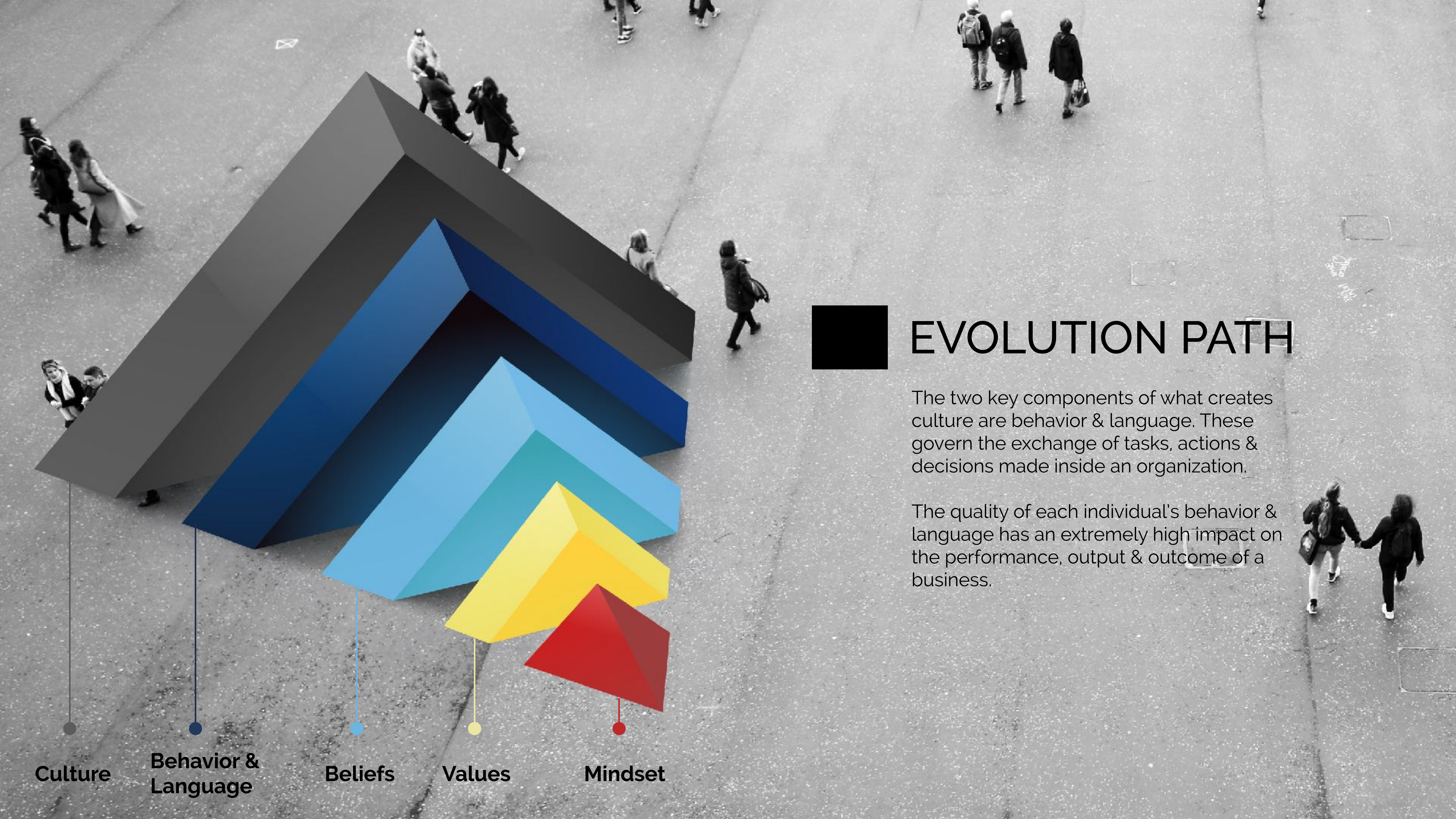
# THE PROCESS

SmartMinds will educate the Leadership Team by bringing awareness around the organization's current culture and conducting workshops for innovation.

Culture Transformation is a process and requires a willingness towards change and constant feedback to achieve the desired results.







# EVOLUTION PATH

The two key components of what creates culture are behavior & language. These govern the exchange of tasks, actions & decisions made inside an organization.

The quality of each individual's behavior & language has an extremely high impact on the performance, output & outcome of a business.

Culture

Behavior &  
Language

Beliefs

Values

Mindset





# SUMMARY

Culture Transformation can be conducted over a minimum of 10 days or up to several months. SmartMinds training timeline is adaptable towards the requirements of the business.

Building a values-driven organization is a process and is done through a commitment to change and a shared understanding of the organization's vision, mission and set of core values. SmartMinds' tools, techniques, and training are designed to enable a business to achieve a constant state of innovation.





SMARTMINDS

You will never “find” Time for anything. If you want time, You must make it.  
- Charles Broxton -





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