



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 sustain the wellbeing of the Planet



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SUMMARY



ABOUT SMARTMINDS

An organization growing for the future of the planet.

In Modern business, the societal & environmental impact is rarely mentioned in most models. A values-driven organization transforms the status quo by integrating both the internal & external purposes of a business, creating a world view.

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 aren't industry-specific, it all came down to the individuals within it. So we developed a framework that will lead organizations towards transforming their company culture.

MARK COPELAND, CEO

Through traveling for over 20 years and working in more than 10 different industries, which led him to develop 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. 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

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 indicator in a business, most companies only work with the output and the outcome. Examples of Output being productivity & engagement. Outcome relating more towards the revenue produced by the business. SmartMinds works with the third type of indicator which is the 'Cause' also known as the "intangibles".

The 'tangible' aspects are the strategies, processes & systems which only 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.

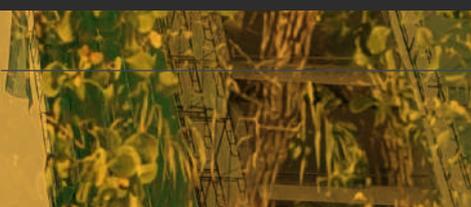


Our Services

Consultancy: SmartMinds offers coaching & training to improve both personal & professional performance.

Digital: We have live webinars & digital courses to educate individual's on developing Organizational Culture & Mindset.

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





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 lead by a shared vision, mission and a set of core values. A values-driven model increases an employee's sense purpose and provides a clear understanding of the direction of the company.



1600%

Culture Transformation

Companies with high-performance cultures notice a 756% increase of net income over a 10-year period.

© Barrett Values Centre



92%

Loyalty

According to 92% of employees in businesses based on values plan to be working for their company in a year, compared to 46% of those in strict top-down organizations. 98% would recommend their trust-based company to a friend, versus just 33% at 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

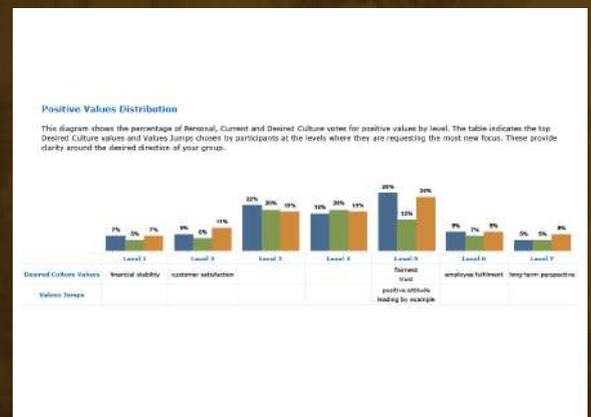
The CVA (Culture Values Assessment) was created by the Barrett Values Centre founded by Richard Barrett. They provide powerful metrics which enable us to measure and improve the intangibles of an organization.

A CVA is an assessment that will provide an over view of company's current & desired culture. The CVA highlights the levels of dysfunction (cultural entropy) within an organization. These are identified as areas for improvement towards achieving a constant state of innovation.

Diagrams

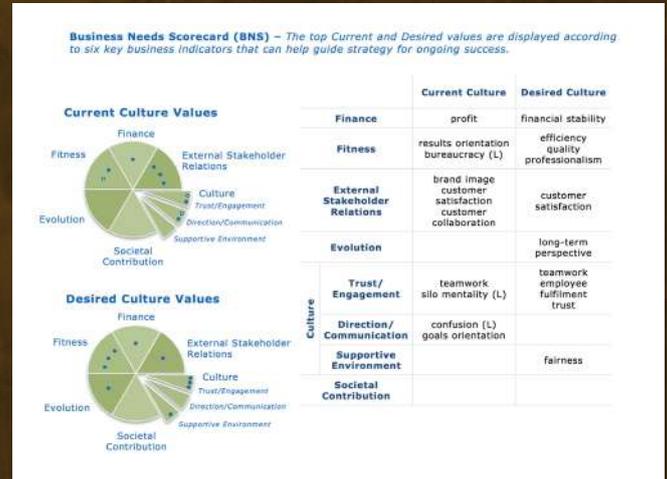
Understand in one single diagram what is important to your employees and how they experience the culture now and how they would like the culture to be in the future.

Level	Personal Values (PV)	Current Culture Values (CC)	Desired Culture Values (DC)
7			
6			
5			
4			
3			
2			
1			
	IKK (P)-0-1-1 IKK (I)-0-0-0	IKK (P)-0-1-0-0 IKK (I)-0-0-0-0	IKK (P)-0-1-0-0 IKK (I)-0-0-0-0
	fairness 38 50%	brand image 26 40%	financial stability 42 60%
	making a difference 44 66%	innovation 42 60%	long-term perspective 42 60%
	loyal 48 72%	customer satisfaction 34 50%	customer satisfaction 34 50%
	commitment 47 70%	results orientation 31 45%	fairness 26 38%
	efficiency 33 50%	confusion (L) 29 40%	efficiency 24 35%
	cooperation 34 50%	bureaucracy (L) 27 40%	flexibility 33 48%
	quality 34 50%	customer collaboration 26 40%	employee fulfillment 36 52%
	experience 33 50%	goals orientation 24 35%	equality 30 45%
	achievement 28 40%	profit 24 35%	professionalism 28 40%
	trust 28 40%	ego mentality (L) 24 35%	trust 28 40%



Values Jumps

Learn which values are most important to your employees.



Cultural Entropy

Learn about the factors that are considered as obstacles by your employees to achieve their work. These factors are also preventing your customers from experiencing the full benefits of your products and 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.

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.

CVA results can generate deep and meaningful conversations about the purpose, priorities, and strategy of the organization.

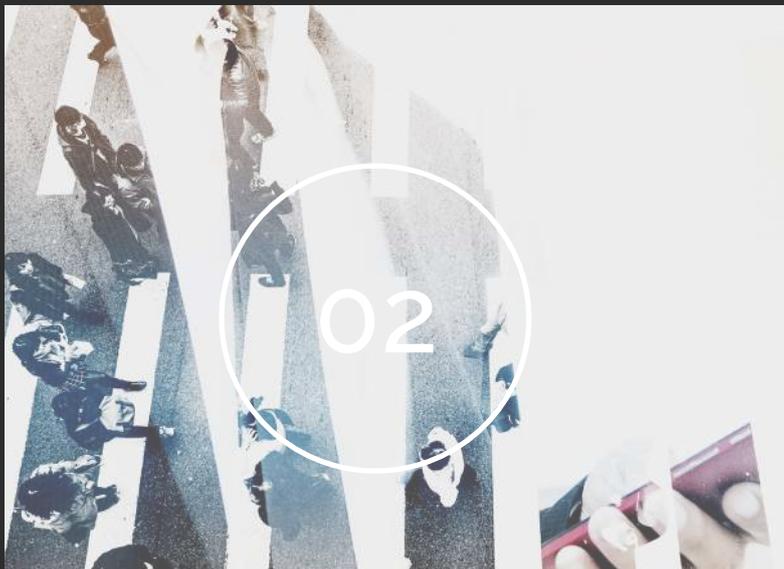
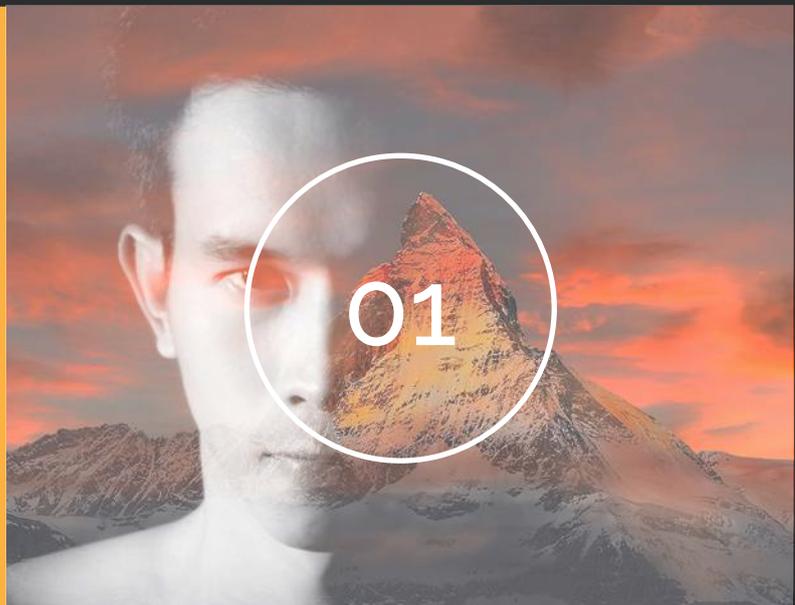
This assessment provides a roadmap for achieving high-performance, full-spectrum resilience, and sustainability.

SmartCulture® Eco System

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

Health & Safety

The purpose of this module is to educate companies about the impact of personal health and well-being on performance. Awareness in these areas bring about financial viability and people safety.



Language & Communication

Communication is the lifeblood of an organization. It is essential to build positive relationships to support organizational needs. Supportive language & open communication will allow trust to form between individuals.

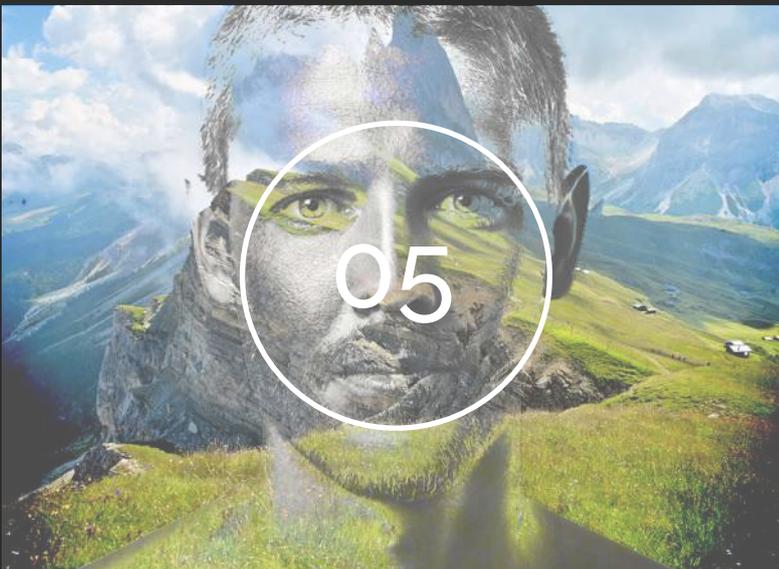


Productivity & Efficiency

Efficiency is key to producing consistent quality and promotes confidence towards further improvement, producing high-performance systems & processes. This contributes to the strength and capacity of an organization.

Adaptability & Agility

The objective is to move an organization into a constant state of innovation, where individuals develop a dynamic mental & emotional skillset. This is to ensure the organization's ability to adjust to market shifts and required improvements.



Purpose & Drive

Building a strong sense of purpose and meaning internally with the team and externally with the community. This develops the connection & motivation to positively impact the team, society & the environment.

Behavior & Collaboration

A company is a vehicle for change and should have a strong community involvement that will directly impact the environment. Collaboration is essential towards transforming a company culture. This forms organic synchronicity within teams and the external stakeholders of the organization.



Giving & Service

An organization's ability to contribute internally towards its team, as well as to the community, society, and environment (this includes its external stakeholders). This creates solid relationships with the community, thus creating a culture of resilience in times of economic and political unrest.



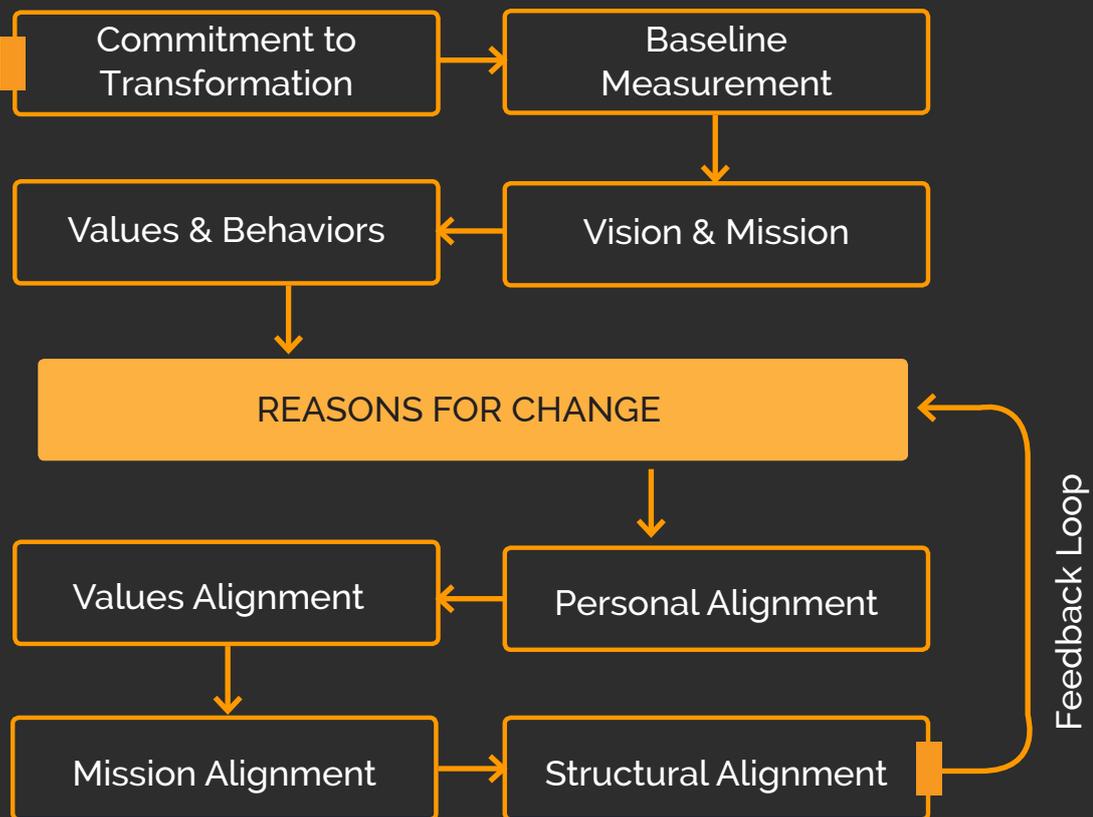


Competitive Advantage

Time Most Important Commodity
that your business has

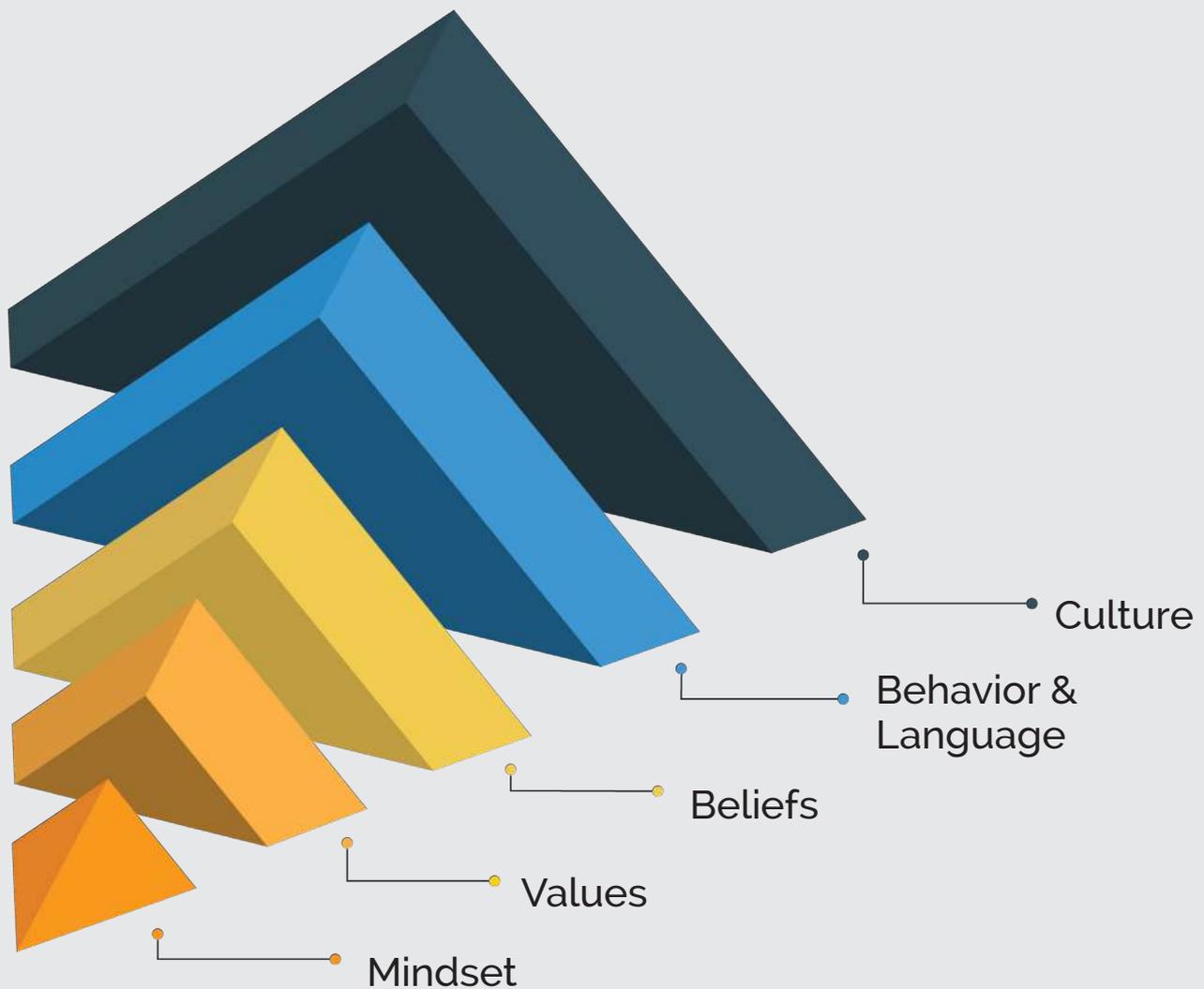
Time is the one thing you can't get back. A strong healthy company culture optimizes all aspects of a business which will create time by removing all actions, systems & processes that have previously wasted time. A high-performance culture is known to self-organize where day-to-day operations run smoothly 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 appropriate workshops for innovation. A Culture Transformation is a process and requires a willingness towards change and constant feedback to achieve the desired culture.

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.

Summary

A 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. As each will have a unique framework of training to create the optimal impact towards achieving desired results.

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 to enable a business to achieve a constant state of innovation.

“Culture eats strategy
for breakfast”
- Peter Drucker -



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