

# THE NEW TEAM ALGORITHM

TAKE THE HELM OF YOUR  
COMPANY CULTURE AND LAND  
SMOOTHLY POST-PANDEMIC





# THE NEW TEAM ALGORITHM

## REDESIGNING A SUSTAINABLE & COLLABORATIVE BUSINESS CULTURE

- DISCOVER NEW WAYS TO DEMONSTRATE STRONG LEADERSHIP.
- REMOVE "SACRED COWS" AND OTHER LEGACY OBSTACLES TO MAXIMIZE COMPANY PERFORMANCE.
- CREATE THE COMPANY CULTURE YOU HAVE ALWAYS WANTED BUT NEVER THOUGHT WAS POSSIBLE.

As the country begins re-opening for business, leaders of organizations around the country are encountering a daunting challenge: Americans have fundamentally changed during COVID-19.

People are working remotely and have become disconnected. Many are anxious about coming back to work. Communications skills may be rusty. Tolerance thresholds for inappropriate behavior, unaddressed inefficiencies, and other problems due to improperly managed workplace cultures are gone.

Taking control of an organization's post-COVID workplace culture is not an HR function: It is a C-Suite imperative. If an organization's leadership does not guide the culture rebuilding process, it is possible that other players or agendas can co-opt it, and possibly in ways that are not beneficial.



Organizations are complex. There can be challenges posed by silos, legacy processes and strong, possibly problematic, personalities. Organizations whose cultures are not carefully managed risk suboptimal productivity and profitability. And worse, unmanaged cultures can lead to high turnover, hostile workplace lawsuits, and damaged company reputations.

Our program is designed to help leaders successfully chart a course that can help them effectively rebuild the cultures of their respective organizations and make them stronger than ever.

## IF YOU AREN'T AT THE HELM OF YOUR COMPANY'S CULTURE, THEN WHO IS?

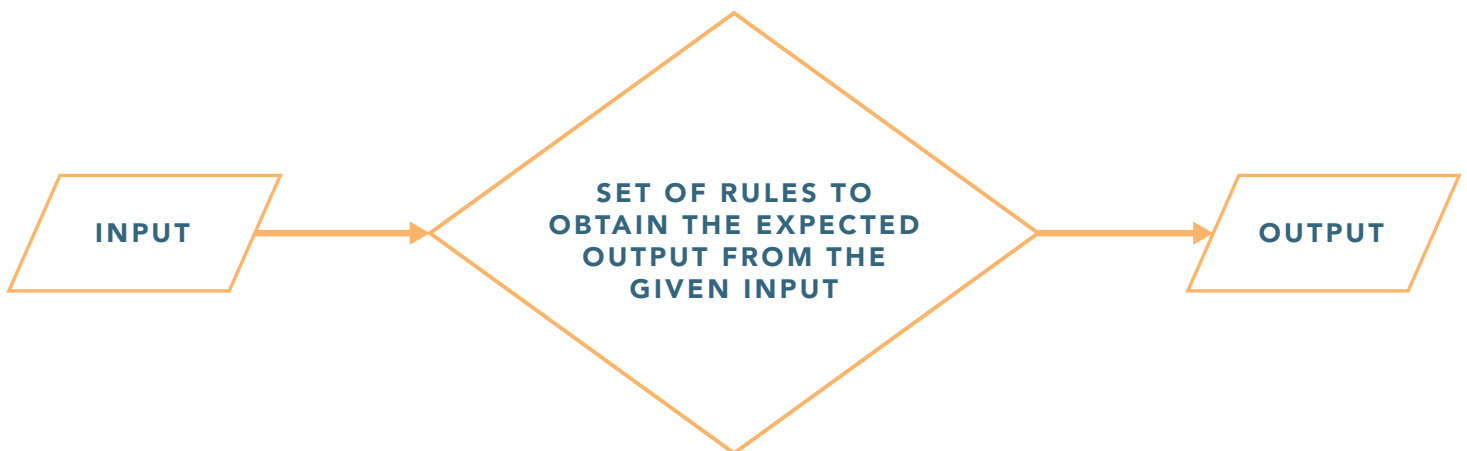


## THE NEW TEAM ALGORITHM

### HOW WE CAN HELP LEADERS OF ORGANIZATIONS:

- CEO MASTER PLANNING (ESTABLISHES COMPANY-WIDE, POST-PANDEMIC GOALS)
- LEADERSHIP TEAM RE-TOOLING PLANS
- IDENTIFY RISK AND OPPORTUNITY AREAS WITH THEIR CULTURES
- CREATE POLICIES AND PROCESSES THAT PROMOTE EFFECTIVE COMMUNICATIONS BETWEEN EMPLOYEES AND ACROSS DEPARTMENTS
- CREATE SUSTAINABLE PROGRAMS FOR DEVELOPING AND CURATING COMPANY CULTURE AND WORKPLACE COHESION
- TROUBLESHOOT: IDENTIFYING RISKS THAT COME FROM PEOPLE WORKING TOGETHER AGAIN, MANAGING INTERACTIONS AND INTERPERSONAL DYNAMICS
- EVALUATE AND OPTIMIZE COMMUNICATIONS BETWEEN THE COMPANY AND ITS KEY EXTERNAL AUDIENCES
- TAKE A "DEEP DIVE" INTO REDISCOVERING THE VISION AND MISSION (THE DNA) OF THEIR ORGANIZATION AND CONVERTING THAT REDISCOVERY INTO EFFECTIVE ACTION

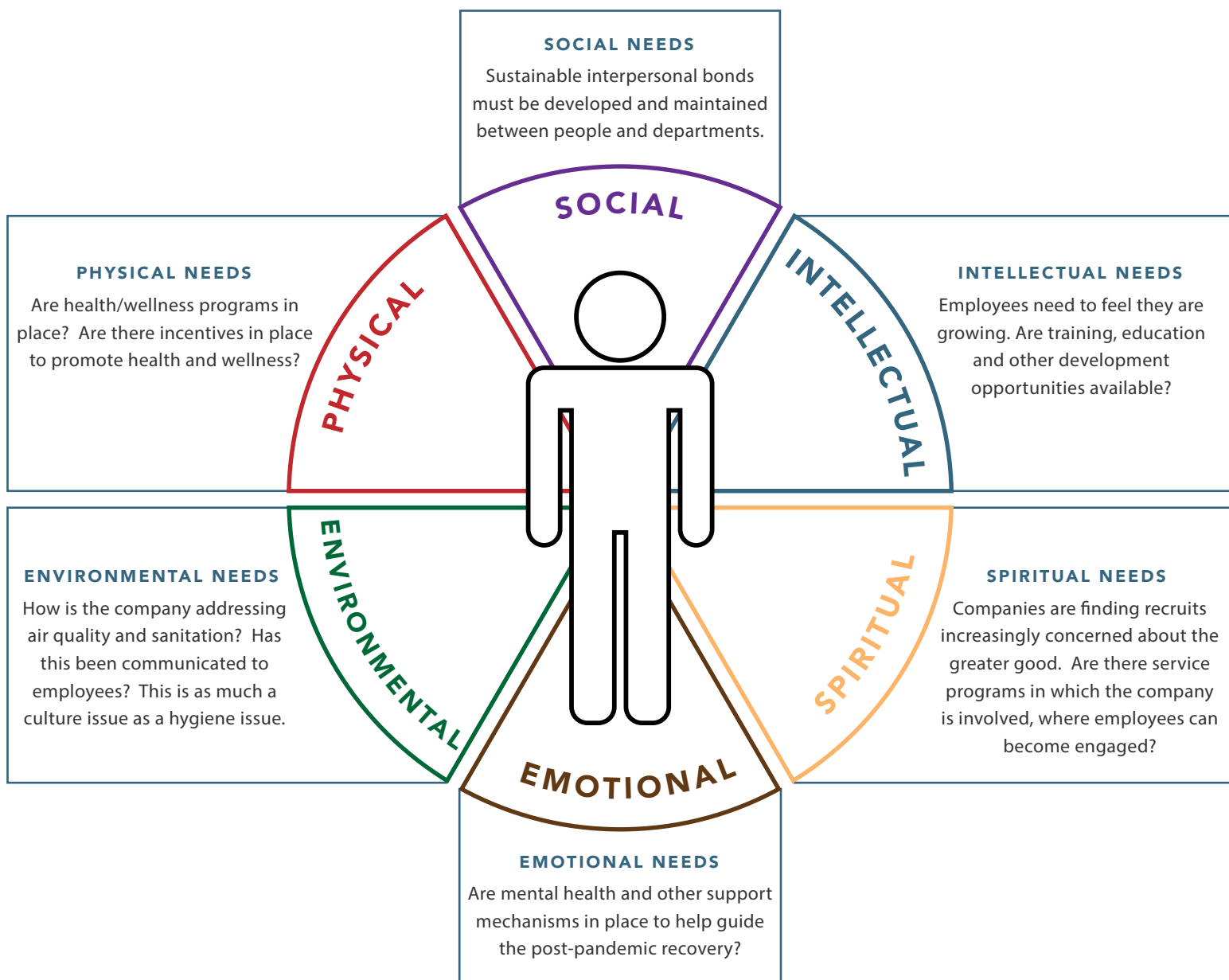
## WHAT IS AN ALGORITHM?





## THE NEW TEAM ALGORITHM

THE NEW WORKFORCE: ENGAGING THE EMPLOYEE AS A WHOLE PERSON





## THE NEW TEAM ALGORITHM

### OPERATIONAL BLUEPRINT FOR REENTRY

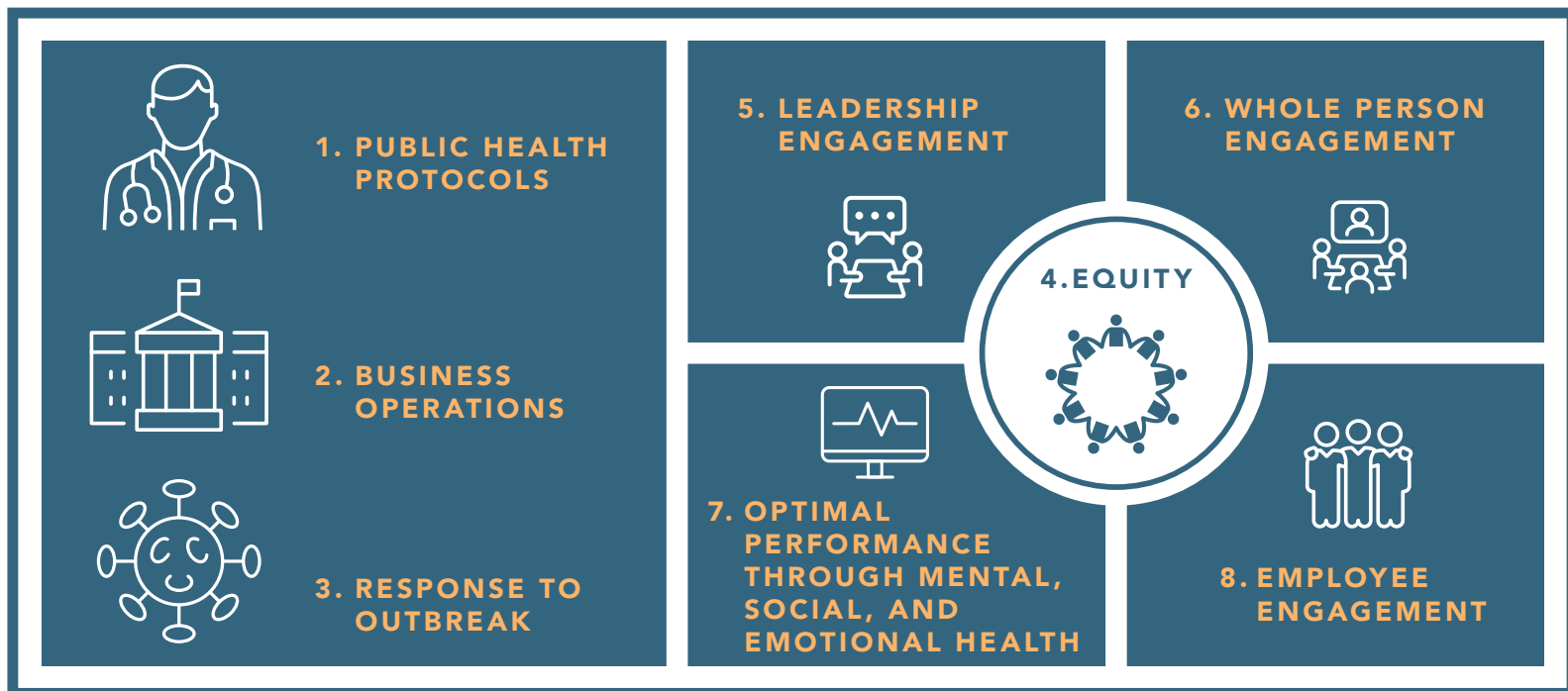
Many companies are finding that a major conversation has emerged among all levels of the workforce: A desire for a sense of equity.

This doesn't necessarily mean "ownership" in the traditional sense. Employees expect to have input in how things are done, and they have an expectation that their well-being is a factor in how company decisions are made.

It is by gaining this equity that employees will wholly own the mission. This ownership will bring renewed focus, dedication, improved performance and greater output.

Company leaders who find success managing The New Team Algorithm will not find it through words. They will find it by taking action.

Let us help.





## THE NEW TEAM ALGORITHM

### ROI: WHAT BENEFITS CAN BE REALIZED?

- IMPROVED CUSTOMER EXPERIENCE AND LOYALTY
- INCREASED PRODUCTIVITY AND OUTPUT FROM WORKFORCE AT ALL LEVELS
- ENHANCED COHESION AND COLLABORATION BETWEEN INDIVIDUALS AND DEPARTMENTS
- ENHANCED RECRUITING OF TALENT, INCREASED RETENTION OF TALENT, REDUCED EMPLOYEE TURNOVER
- IMPROVED EMPLOYEE AND CUSTOMER SATISFACTION BENEFITS BOTH COMPANY REPUTATION AND BRAND EQUITY

### WE CAN HELP YOU SELECT THE SOLUTION PACKAGE THAT'S RIGHT FOR YOUR ORGANIZATION

#### Series A

"Temperature taking" measures (such as employee surveys), consultation sessions with leadership team, development of customized suite of recommendations, including recommended policies, and scenario-based procedures.



#### Series B

##### SERIES A + B

Full-day workshop session with leadership with breakout sessions to examine company vision, mission and cultural priorities. Translate what is discovered into impactful action steps.



#### Series C

##### SERIES A + B + C

Additional workshop (or workshops, depending on company size) including employees. Breakout sessions will explore priority culture areas, and will be designed to facilitate sustainable, productive and constructive internal communication and feedback.





## THE NEW TEAM ALGORITHM

### YOUR TEAM

### Jordan Friedman

Jordan has spent 26 years developing effective communications strategies for enterprise-level organizations. In addition to helping his clients develop and execute successful brand and product marketing campaigns, he has helped clients:

- Develop internal communications architecture and infrastructure
- Manage special situations arising from incidents and disruptions
- Develop procedures to respond to a wide range of scenarios

Jordan has worked with clients that are leaders in industries that include aerospace, defense, enterprise risk management, surface transportation, specialty materials, and many others. He has also worked with trade associations, non-profit organizations, firms that support law enforcement, and special interest advocacy groups.

Originally from New York City, Jordan has spent the past 14 years as a partner at Bond Moroch, a New Orleans-based integrated marketing firm.

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### Jan Bernard

Jan has decades of experience in providing comprehensive strategic planning, management consulting, organizational development, and frontline training work in both the private and public sectors. She specializes in creating innovative plans with shoulder-to-shoulder shared leadership and execution. Jan has helped clients:

- Triple their profits while expanding in national and global markets
- Maximize team efficiency while increasing workplace job performance
- Improve and expand customer service and client retention
- Deliver organizational and Board governance improvements

Jan has worked with organizations in sectors that include industrial, health care, construction, accounting, aviation, and education, as well as with non-profits and trade associations. She also has years of media experience in frontline television news which included receiving outstanding reporting recognition from the Associated Press.

A Louisiana native, Jan's previous work includes 12 years as an assistant city manager in Baton Rouge. During this time, she won an Innovative Collaboration award from the National League of Cities and was honored twice with awards for racial justice.

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