

Your Company Name

20XX Culture Deck



**YOUR
LOGO**

What is Company Culture?

Company culture is how an organization behaves based on a shared mission, vision and core values. It defines the environment in which employees thrive within a workplace.

Our company culture encompasses **values and behaviours** that contribute to the success of our brand.



MICHEL FALCON

Entrepreneur, keynote speaker, author

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A Message From Our CEO



CEO HEADSHOT
GOES HERE

FIRST LAST NAME

Chief Executive Officer, CEO

Include a brief message here where your CEO describes why company culture is important to them and the company.

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The History of “Your Company”

Record a brief history of the company i.e. When was it started? Where? Why? Is there a unique story or two you can share? You want new employees to be able to live the earliest days of the organization. Include pictures or a timeline here if available.

Company related picture goes here i.e. picture of your office, company vehicle etc.

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What is Our Mission

Record your mission statement here.

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What is Our Vision?

Record your vision statement here.

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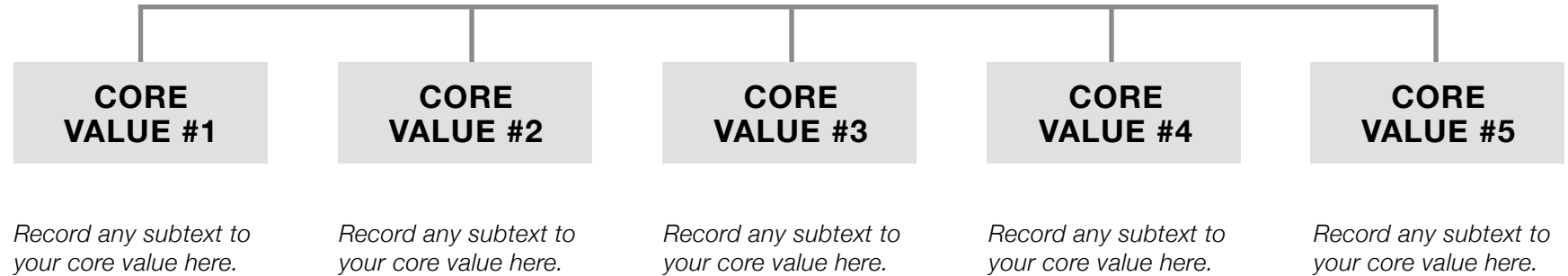
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What Are Our Core Values?

Use this area to say a few words about your core values.



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What Company Culture is Not

Bean bag chairs. Nap rooms. Free drink on Fridays. Free food. Although these things are great. They are perks, not the basis of company culture.



How Team Members Can Be Successful In Our Company Culture

Record 5-10 things that an employees need to do to be successful within your company culture. For example, you may record “They must adhere to our core values” “They must be great brand ambassadors etc.

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Why Company Culture is Important to us

Include a quote from a recognizable figure here.
People love quotes!

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"Culture is simply a shared way of doing something with passion."

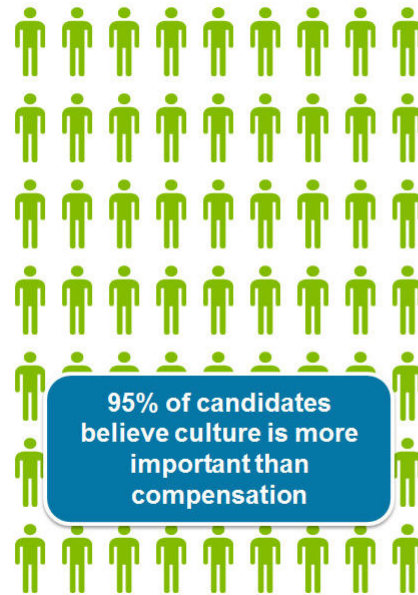
BRIAN CHESKY

Co-founder, CEO - Airbnb

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Company Culture Statistics

Importance of Culture



<5% of candidates value compensation over culture

Bersin by Deloitte



***“Culture enables
success, but it
does not cause
success.”***



Patty McCord

*Author, Speaker,
former Chief Talent officer at Netflix*