

Culture Brand

RALLY CRY
BRANDS

CULTURE BRAND

Cultural dysfunction doesn't self-correct; it multiplies, eating away at talent, time, and growth. A Culture Brand reset is the opposite of grinding harder. It restores balance, health, and focus by reestablishing a community of work that performs. You can't afford to ignore a culture in distress.

Culture Red Flags You Can't Afford to Ignore:

- 1. Leaders spend more energy "selling" change than driving it.**
Resistance is baked in, and strategic projects limp along without real adoption.
- 2. Customer experience erodes as employees "check out."**
Service slips to the bare minimum, and discretionary effort disappears.
- 3. Innovation stalls and ideas dry up.**
Teams stop proposing improvements, and problem-solving gives way to workarounds.
- 4. High performers disengage or exit.**
Frustrated talent either lowers their own standards or walks, taking momentum with them.
- 5. Critical feedback and problem signals are buried.**
Employees hesitate to speak up, leaving leaders blindsided by preventable crises.
- 6. Teams pull in different directions.**
Departments chase competing priorities, and strategic initiatives stall or under-deliver.
- 7. Rumors and misinformation outpace official communication.**
Informal narratives fill the vacuum, eroding trust in leadership and decisions.
- 8. Employee experience is inconsistent and inequitable.**
Morale varies wildly by department, breeding resentment and further disengagement.

PHASE ONE: Discovery

Cultural Alignment Audit

A diagnostic deep dive into the heartbeat of your working culture, this audit evaluates planning, systems, performance management, and daily execution to uncover how well your internal reality supports your external brand promise. It identifies where alignment thrives or breaks down, providing the insight needed to deepen a high-trust, high-performance culture that outperforms itself.

PHASE TWO: Culture Brand Development

- 1. Employee Value Proposition (EVP):** A clear, credible promise that reflects an organization's commitment to building an exceptional workplace—where systems are intentional, quality is a priority, and every role and goal are supported by a culture of alignment.
- 2. Branded Habits:** High-performing cultures are upheld by a set of human-centered habits that establish clear expectations and consistent actions. These habits equip every contributor to bring their best, engage fully, and flourish together. Branded habits create a reliable framework that prevents dysfunction and promotes a thriving, innovative, and dynamic culture, keeping top talent engaged and energized.
- 3. Branded Habits-Based Hiring Criteria:** Branded habits attract candidates who align with the organization's culture, ensuring each hire contributes to the environment of excellence you're cultivating. These habits are embedded, from the job posting through the interview phase, reinforcing alignment and shaping a consistent employee experience.
- 4. Branded Onboarding Experience:** Immersing new hires in the organization's EVP and branded habits from day one ensures they know how to thrive and contribute. This high-performance start reinforces the culture with every hire, building cohesion, alignment, and operational excellence.
- 5. Habits-Based Programs Framework:** A practical toolkit designed to build cohesion, deepen engagement, and bring the brand to life through useful initiatives. With clear processes and directives, teams know exactly what to do to adopt the brand and build a culture that delivers the outcomes that matter most.
- 6. Activated Employee Input:** Tools and structures for gathering, sharing, and acting on employee ideas and feedback to refine the culture.
- 7. Internal Communications Guidelines:** Consistent messaging templates and habits-based communication practices that keep everyone informed and aligned.

9. Meeting Framework: Agendas, best practices, and facilitation guides for your team to ensure every meeting reinforces the organization's branded habits.

10. Internal Goodwill Initiatives: Programs that build trust, collaboration, and a sense of belonging—rooted in the EVP and branded habits.

11. Corporate Social Responsibility (CSR) Partnerships: Method and guidelines for selecting and nurturing external partnerships that reflect the brand's values.

12. Branded Strategic Partnership Framework: Guidance for developing external collaborations that extend the brand's habits and culture into the industry and community.

13. Employee Handbook: Policies and guidelines that align with brand culture. A comprehensive resource that outlines the organization's policies, expectations, and standards of work, ensuring employees have the clarity and guidance needed to navigate their roles and participate fully in the workplace. It serves as a practical tool to align daily behaviors with the brand's culture and support a high-performance environment.

14. Culture Brand Book: A comprehensive, practical field guide that centralizes all the tools, guidelines, and resources needed to manage and sustain an organization's internal culture. This package equips leaders to transform bold strategies into measurable outcomes—uniting people, practices, and purpose for a brand that excels from the inside out.

About Rally Cry

We build brands that make decisions clear.

That's it. That's the job. We make the message make sense. We discover brands that give the heart what it wants and the mind what it needs to say yes.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

We get there through a discovery process that digs deep. We track patterns, read responses, and decode the cultural signals that shape decisions—like our own unique blend of brand anthropologists and behavioral economists.

We turn human insight into high-performance brand systems, built to woo customers, rally teams, and earn trust.

We're thinking partners. We work alongside founders, CEOs, and strategists who know what

it's like to carry the weight of a vision no one else can see yet. We shape breakthrough brands that scale, hire, and deliver.

Every brand we uncover supports livelihoods. By working with clients to build brands that expand—hiring, training, and innovating—we create ripple effects that reach families, employees, and neighbors alike.

Our own company thrives on this dynamic: the more brands we develop, the more opportunities emerge for people, on both sides of the table. For us, success is measured by the number of communities connected, jobs created, neighborhoods nourished, and lives touched.

To us, building brands means building futures. Let's make something together.

Give us a shout.

We'd love to work together

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