

C-Suite:  
CEO

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

Our 5 Expressions of Gratitude survey + platform helps people learn about each other's preferences for giving + receiving gratitude in the workplace so they can ~~also~~ increase the expression of gratitude @ work.

Draw and describe the ideal user

Name: Michelle K.

Title

Age: 46

Michelle realizes that employees don't feel recognized!

Profession: CEO



Any Other Key characteristics: Experienced founder + CEO. Leads a large company.

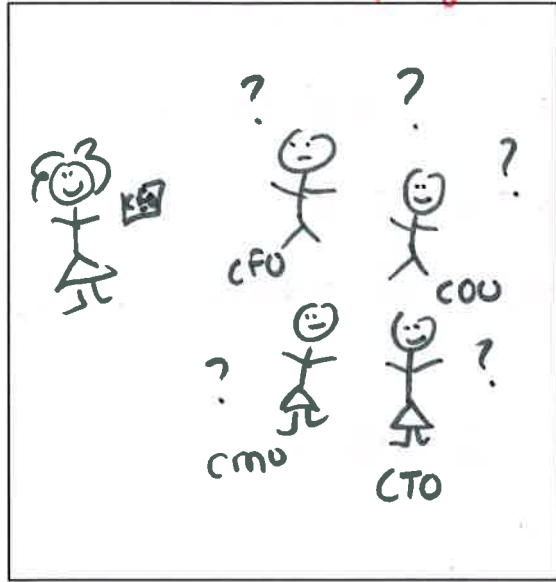
Concisely describe what is happening  
CEOs care about happy employees and when they realize engagement is low, they often turn to surveys.

Many times they find that recognition, care, + a feeling of being heard is low.

Michelle here realizes this...

she may not think "gratitude" at first.

Michelle asks Sr. leaders...  
Title & they aren't sure of the  
problem b/c they have ~~programs~~  
programs.



Concisely describe what is happening  
CEOs & leaders have a tough  
time figuring out how to fix  
these problems b/c they have  
"programs" in place...  
internet forums  
rewards programs  
e-thank you cards

But they don't fix things...

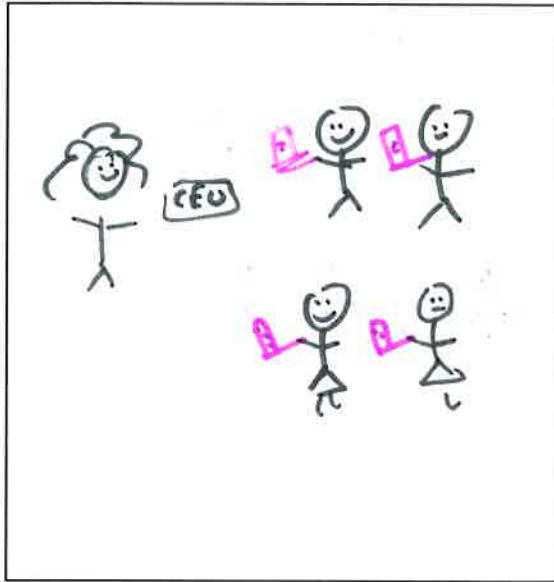
Michelle "googles" "Recognition/  
Title employee engagement  
& finds Culture IQ's 5 Expressions of  
Gratitude.



Concisely describe what is happening  
Michelle looks for something  
else... She is looking for  
something to make her  
employees happier

Title

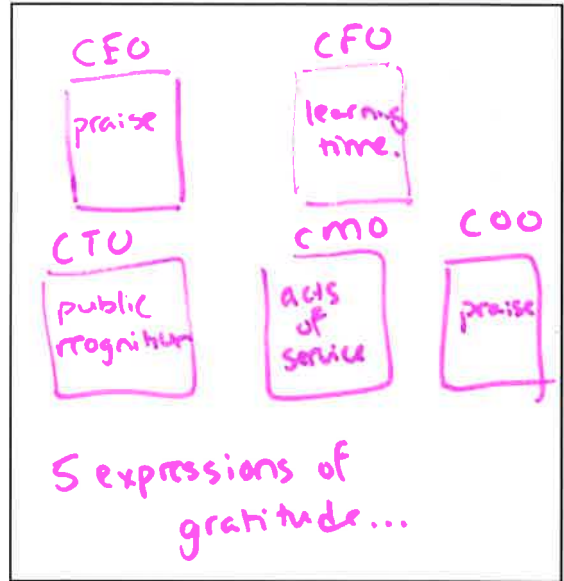
Michelle brings the survey to her co. & has sr. leaders try it.



Concisely describe what is happening  
Michelle rolls out a "praise"  
w/ her leaders.

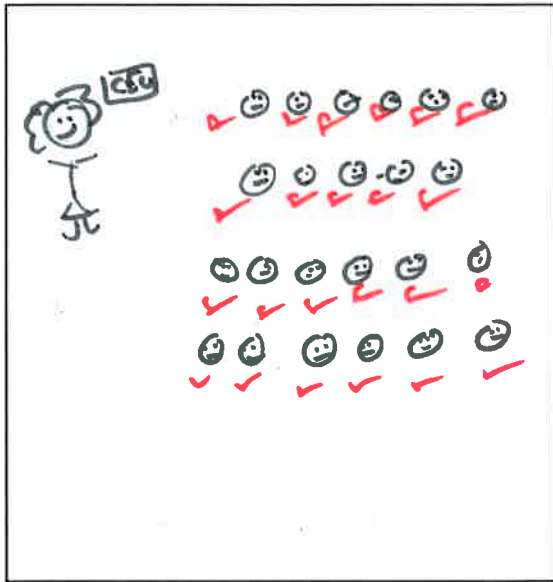
Title

She & the other leaders learn each others prefs.



Concisely describe what is happening

Title They decide to roll out to the whole co.



Concisely describe what is happening

---

---

---

---

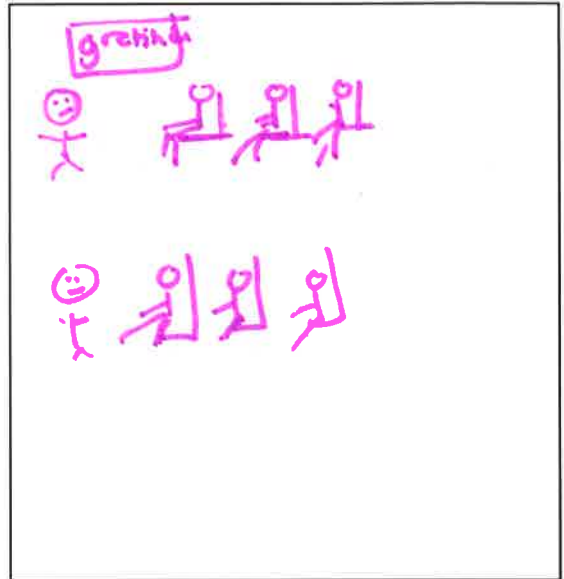
---

---

---

---

Title Managers & employees & leaders take the survey & go through training.



Concisely describe what is happening

---

---

---

---

---

---

---

---

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

Defining the way every individual prefers to show and receive gratitude is important because their preferences all differs. At CultureIQ, we have grouped the ways people would define that unique way by calling it the gratitude languages. Once you know how every employee use the language, it will help create right programs and right methods.

Draw and describe the ideal user

Title

VP, Marketing

Name:

Amber Brown

Age:

38

Profession:

Marketing

Any Other Key characteristics:

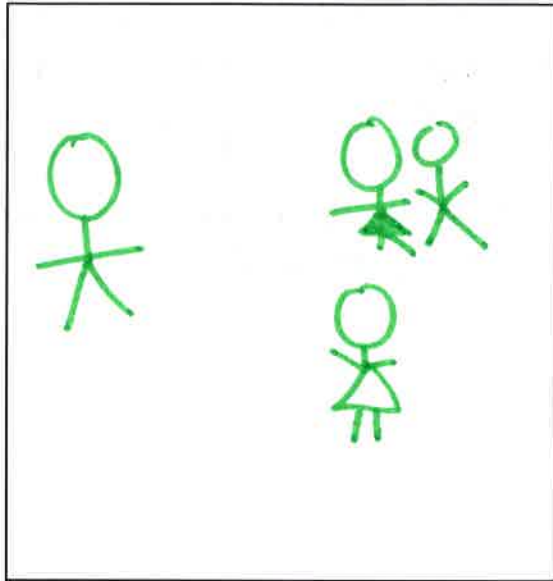
Opinionated, organized, Strategic

Concisely describe what is happening

As a team leader, she has to understand how her team feels on a daily basis. As that ultimately affects team dynamic and work performance.



Title Grasping Team Dynamic

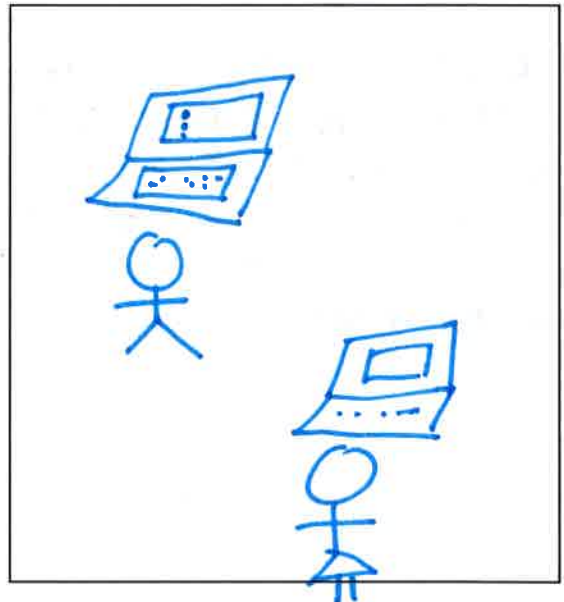


Concisely describe what is happening

Creating good team dynamic involves many different tactics but showing appreciation to your team who have done a great job is extremely important as that ultimately affects performance and further good culture.

↑  
Cultivate

Title Survey Distribution



Concisely describe what is happening

Use survey tools to allow employees to take gratitude language survey

Title

# Defining the Gratitude Language

- 1.
- 2.
- 3.
- 4.
- 5.

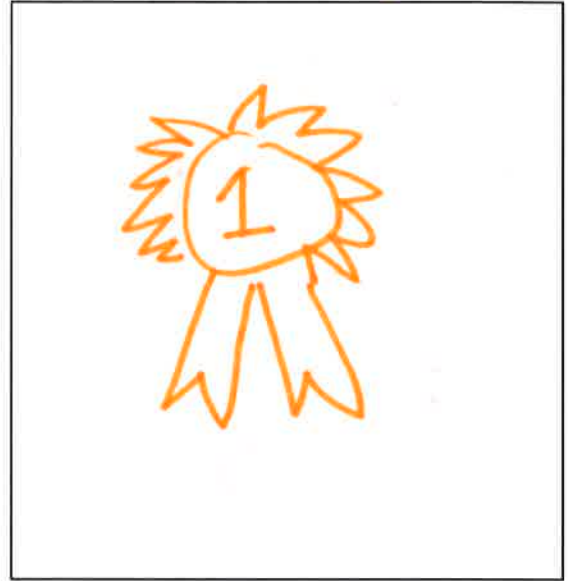
? what's  
• your  
language

your  
Concisely describe what is happening

What's ~~the~~ gratitude language?  
What did the survey result say!

Title

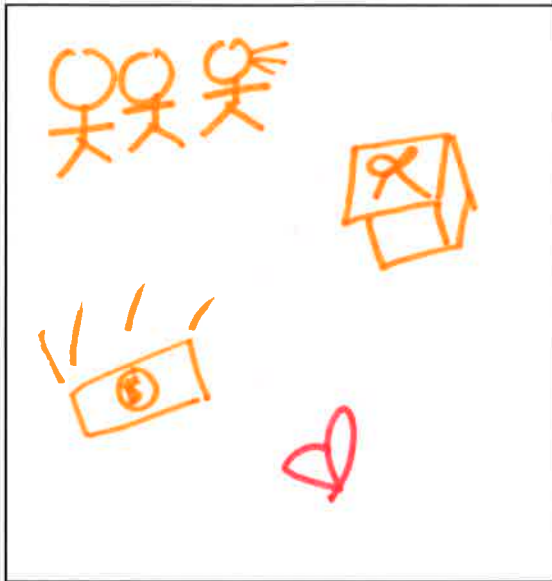
# Time to recognize + show appreciation



Concisely describe what is happening

once you know ~~the~~ your team's language of appreciation, use that to show gratitude. Because that will ultimately be the most effective. Shown from "Data"

Title Repeat + be creative



Concisely describe what is happening

Do it all over again when there is high performing employee.

But be creative with the tactic on gratitude tools.

Title Happy Employee, + Successful Team => Happy Culture.



Concisely describe what is happening

Full circle => show appreciation create good team dynamic

\* Happy culture



Good company



Retention ↑↑

ROI ↑↑



CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

In order to properly send + receive gratitude in the workplace, we must first understand speak the same gratitude language, otherwise the sentiment is lost

Draw and describe the ideal user

Title

Pre-1st Day

Name:

New Employee Kurt Thout

Age: 26

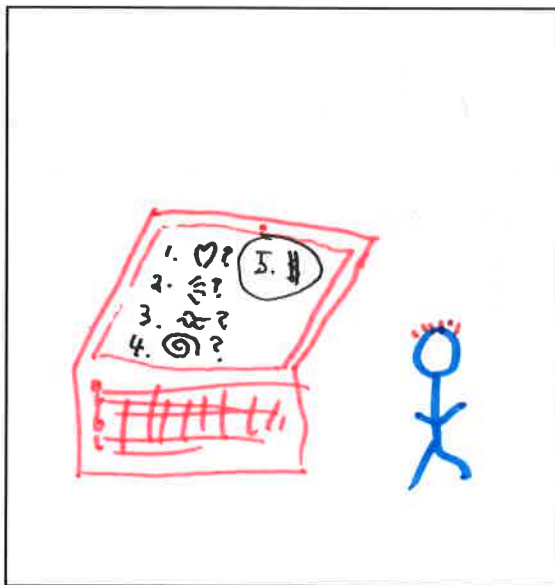
Profession:

Client Services analyst

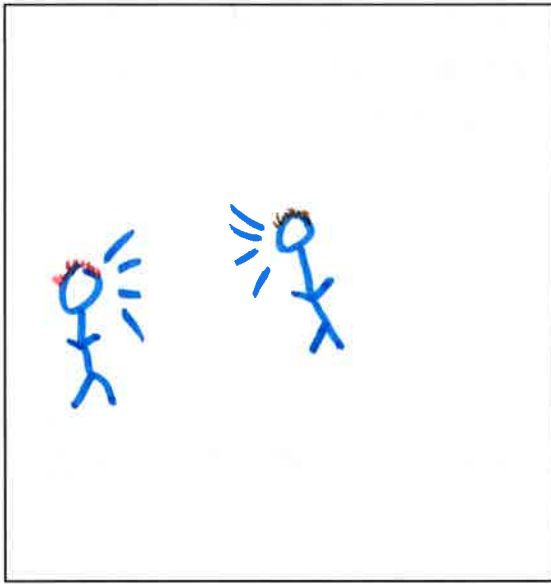
Any Other Key characteristics:

Concisely describe what is happening

Before first day of work, Kurt receives a gratitude survey along w/ his other onboarding materials



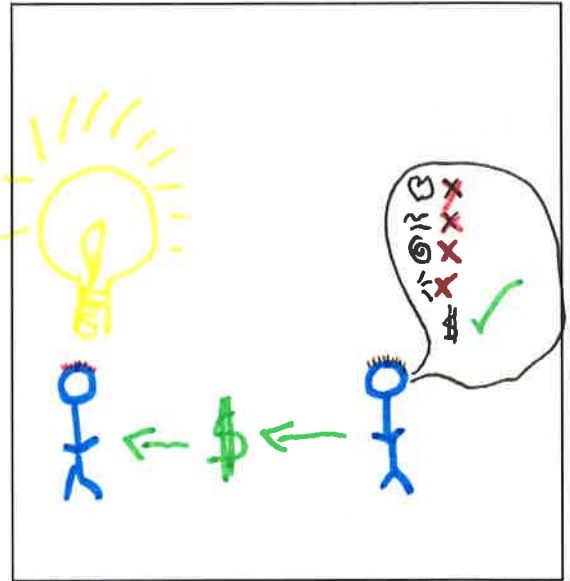
Title 1st week



Concisely describe what is happening

Kurt's manager explaining what the gratitude survey is in the 1st week & why it's important

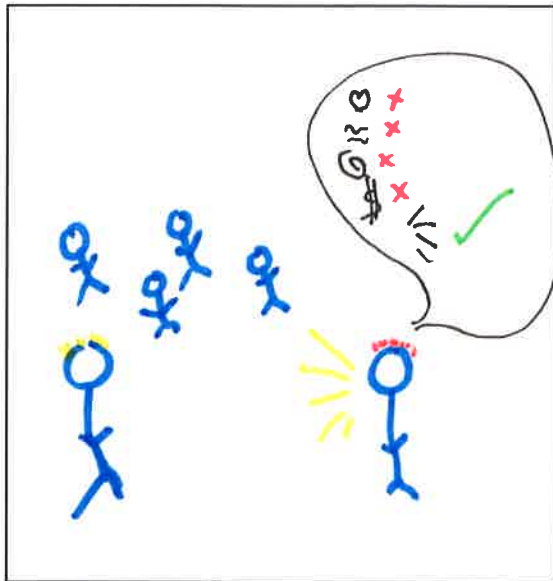
Title MGR. APPRECIATION



Concisely describe what is happening

Kurt does something wonderful. Kurt's manager knows that Kurt doesn't care about words of affirmation or training, Kurt cares about cash money, so this is his reward.

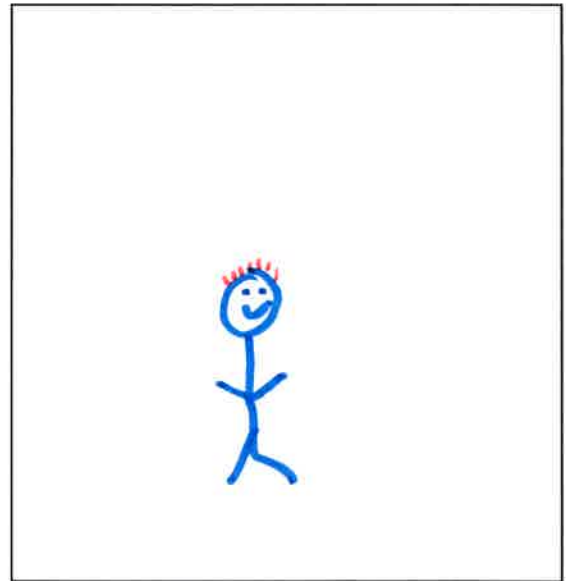
Title PEER APPRECIATION



Concisely describe what is happening

Kurt's colleague helped him out in a major way that they didn't need to. Kurt knows that, though he wants to pay them to thank them, they prefer to be acknowledged publicly.

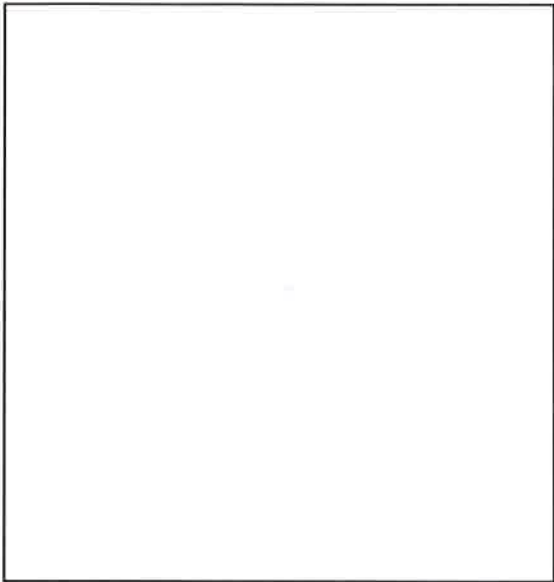
Title ✓



Concisely describe what is happening

Kurt is pleased that he is appreciated at work & is a part of a culture that builds people up & takes the time to listen & be grateful.

Title \_\_\_\_\_



Concisely describe what is happening

---

---

---

---

---

---

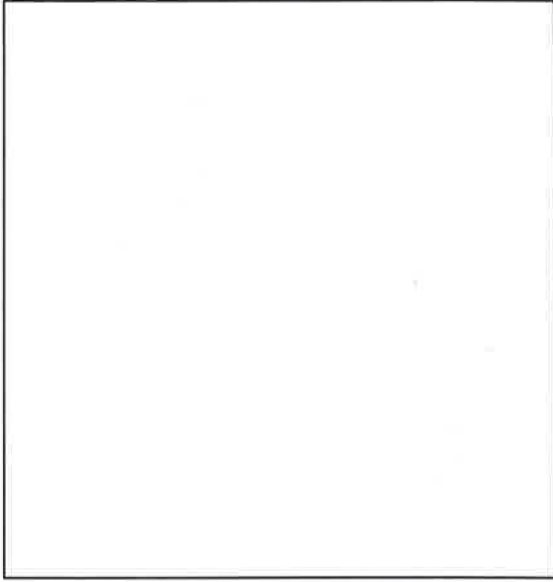
---

---

---

---

Title \_\_\_\_\_



Concisely describe what is happening

---

---

---

---

---

---

---

---

---

---