



Creating, Maintaining, and Scaling a Great Company Culture



Darren Bridges
President, Safe Systems



Sarah Rickaby
Director of Employee & Customer Experience, UFS





STRONGER TOGETHER



30+ Years in Business



Long Term Employees



Known for Support



Strong Customer Bonds

The Importance of Corporate Culture



The image features a blue gradient background with silhouettes of two hands reaching towards each other. The hands are positioned in the upper right and lower center areas. In the bottom right corner, there are faint silhouettes of mountains. The text is centered on the left side of the image.

Shared **values**, **beliefs**, and **behaviors**
that shape how employees interact and
work within an organization.



Organizational Health

Culture Eats Strategy for Breakfast!

Vision and Guiding Principles



Aligning **values** with company
mission and **vision**



Mission or Purpose = WHY


Vision = WHERE / WHAT

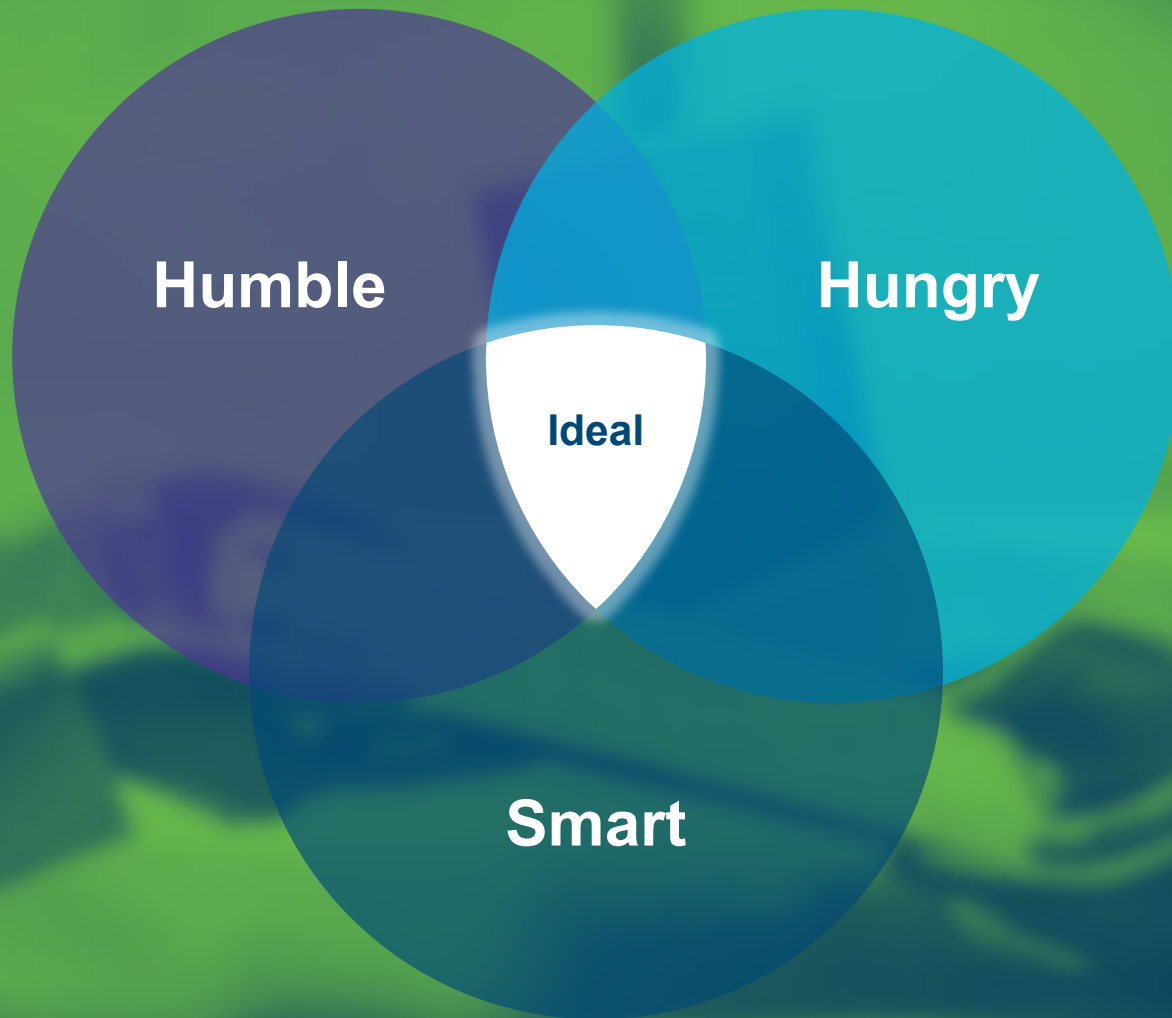
Guiding Principles or Values = HOW





Hiring for
Culture Fit

- 
- Determine that an interviewee has the skills to do the job
 - Use **behavioral-based** interviews to assess cultural alignment



Humble

Hungry

Ideal

Smart

Humble

“True humility is not thinking less of yourself; it is thinking of yourself less.” – C.S. Lewis

Humble

Characteristics:

- Team oriented
- Look for opportunities to shine the light on others
- No need to be the center of attention
- Not boastful

Humble

Interview Questions:

- Tell me about your experience in working within a team?
- How does it make you feel to receive constructive criticism?
- What's been the most embarrassing moment of your career?

Hungry

Characteristics:

- Strong work ethic
- Self-Starter
- Goes above and beyond

Hungry

Interview Questions:

- What's the hardest thing you've every worked for in your life?
- What's motivates you most?
- Tell me about a situation where you went above and beyond in your job?

Smart

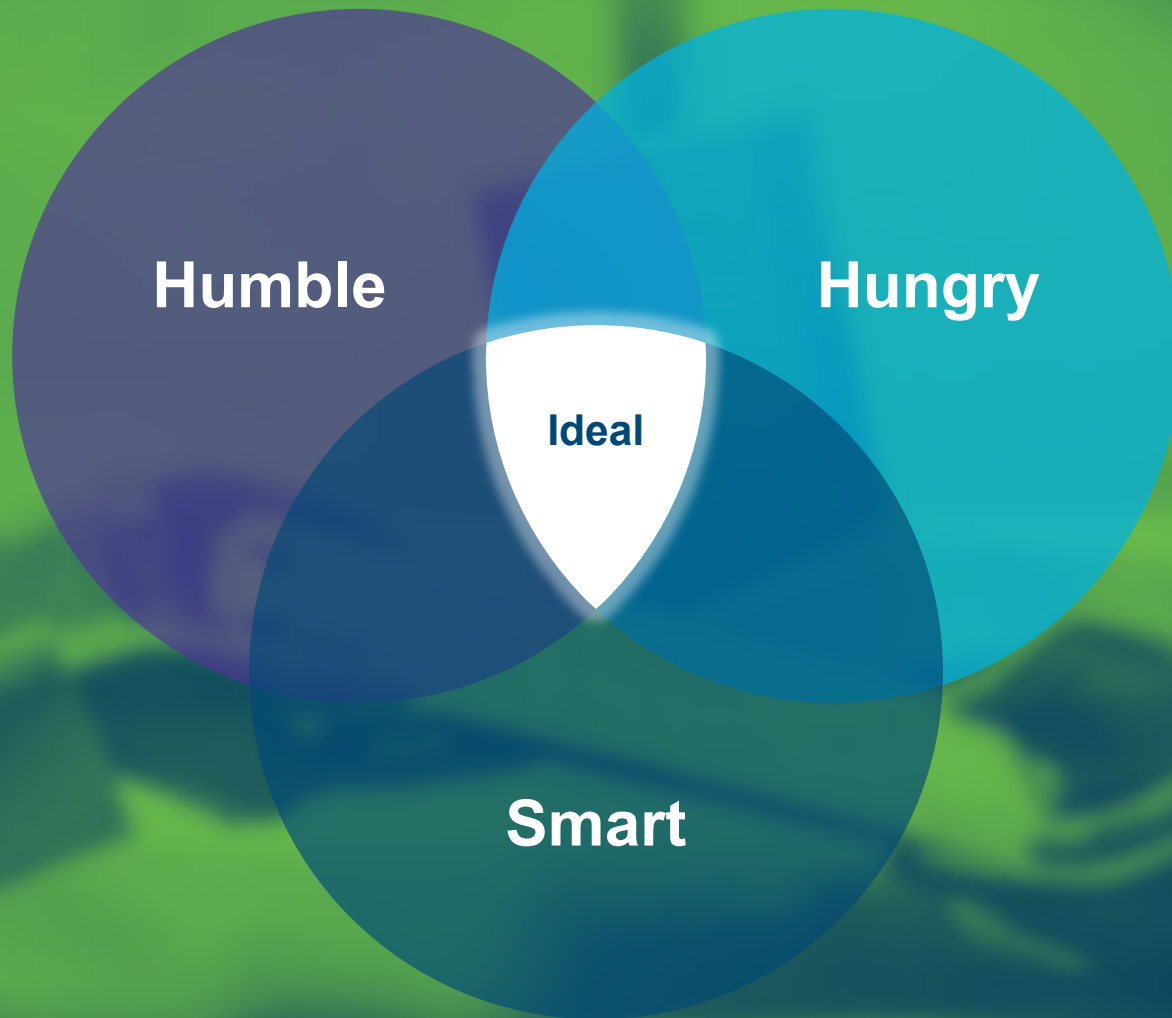
Characteristics:

- Emotional Intelligence (vs book smarts)
- Show self-awareness and social awareness when working with others
- Can disagree without causing conflict

Smart

Interview Questions:

- Tell me about a time where you had to navigate conflict within a team?
- Talk about your experience in working with different personality types?
- Can you think of a time where a team member got you to rethink your position on an idea?



Humble

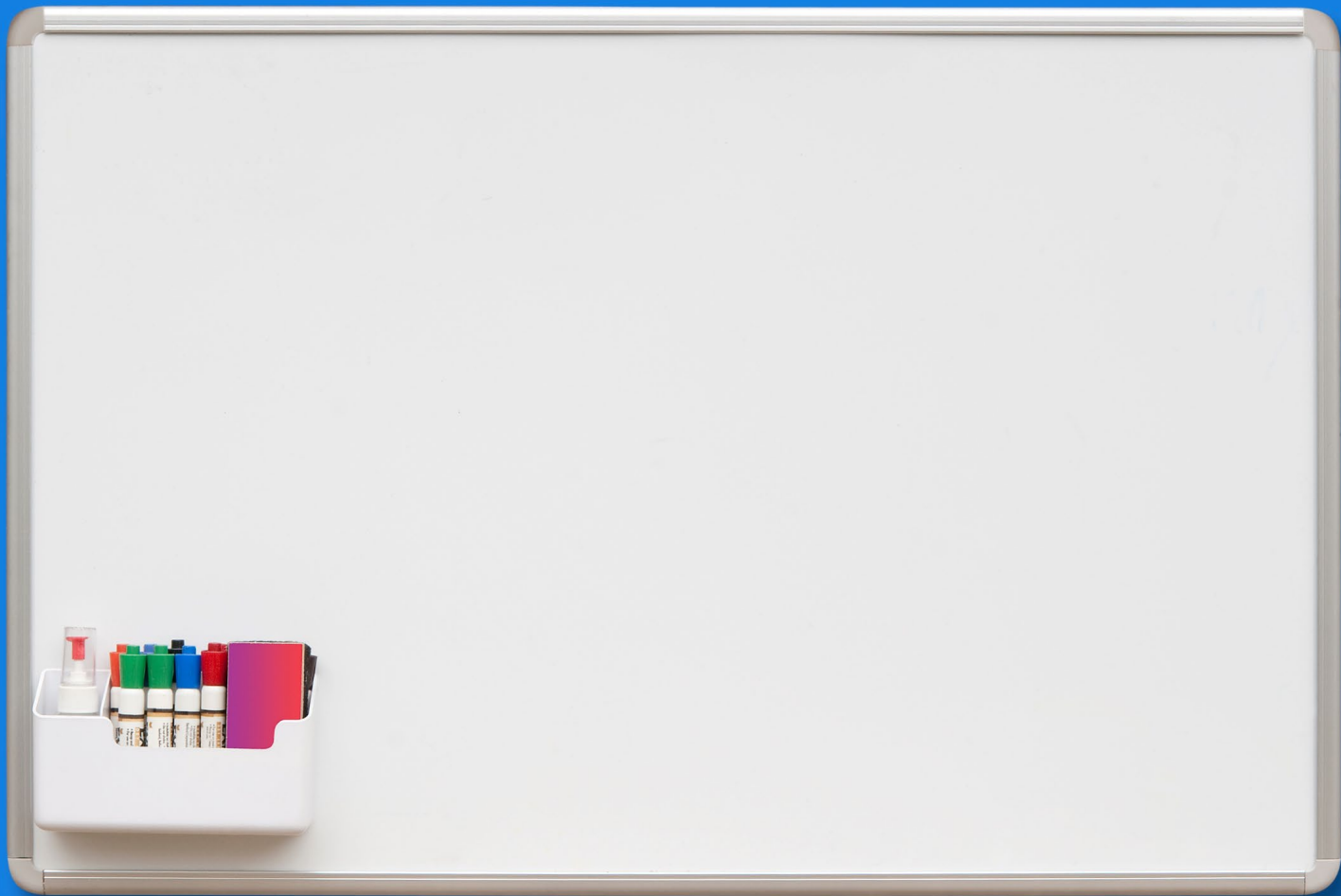
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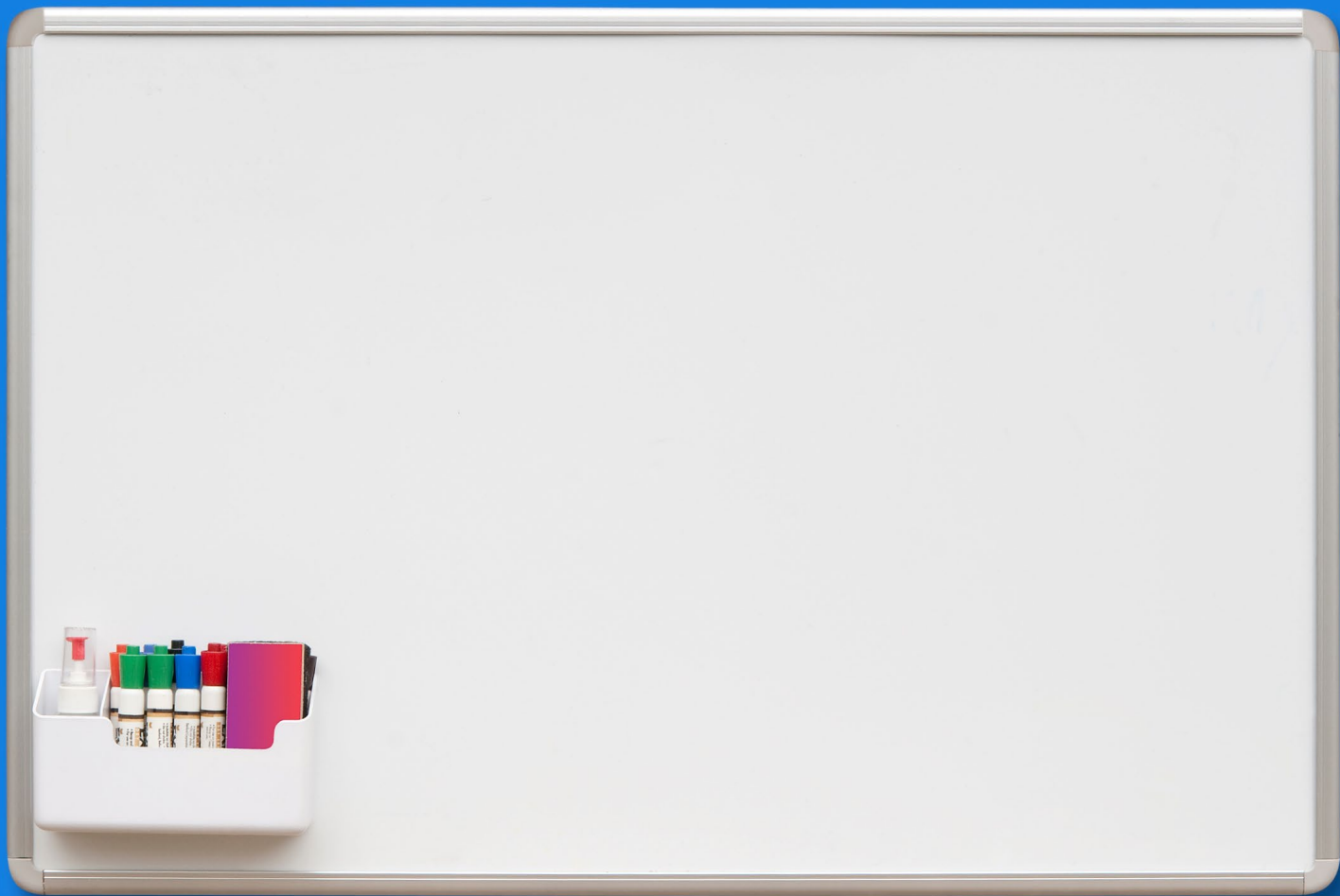
Ideal

Smart

TRAINING

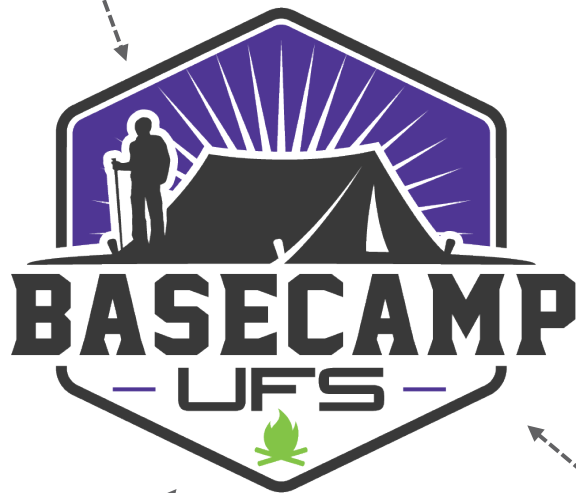








Basecamp is our talent investment platform. Its purpose is to prepare the mind and body, and to provide the gear for the climb. Basecamp helps each of us to build strength and endurance, so that when we go to the mountain we can enjoy the journey, well prepared for the challenges we face.





Each new team member is assigned an Adventure Squad, made up of others who have joined the journey around the same time. Their Adventure Guide is an established team member, who can provide guidance and help to outfit the squad during their first year. Monthly squad meetings and activities help create deeper connection with one another and with UFS.



Basecamp Elements is a 1-day intensive experience where team members learn and practice skills to become more capable and confident for the journey.

Basecamp Elements builds a strong foundational base of strength, mobility, balance and capacity, and gives insight on what to focus on.

All new team members participate in their first 90 days, and everyone participates annually to refresh their skills.





Individual development & enrichment opportunities are provided to build strength and strong joints for added confidence on the trail. From best practices training to social events to employee resource groups, Hike Strong will bring helpful guidance and resources for you along your journey.

Participation is optional, but highly encouraged, regardless of skill level or experience.

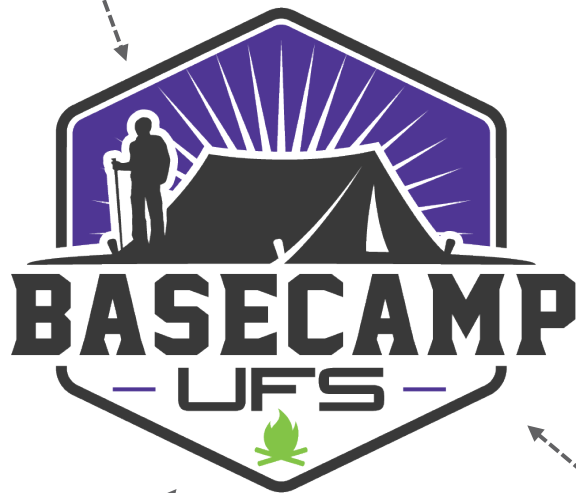




Each trail is unique, with unique challenges and adventures along the way. Trek-specific training and development opportunities are provided to meet you wherever you are on the trail.

We seek to outfit each team member with skills, resources, and training for their unique role. This includes specialized training for managers, specific technical or tool training, and other resources that might be helpful for the individual to execute on their daily journeys.





Endurance is intentional investment in the development of people leaders throughout the organization. Endurance helps to create a significant base of fitness to cruise along the trails. In Endurance training we work to improve speed, comfort and confidence on the uphill, and advanced control in adverse or unpredictable environments. As we transition to mountain-ready athletes, this results-based training will prepare us to conquer the longest, steepest climbs with new-found strength, leading others along the way.





Q+A



Thanks!



Darren Bridges

darren.bridges@safesystems.com



Sarah Rickaby

sarahr@ufstech.com

