

## SHAPE

Senior leaders set the priorities, goals and objectives of a business. Even more, they set the cultural tone of the organisation.

Although many senior leaders recognise the central role employee engagement plays in driving profit and growth, it is frequently viewed as a minor 'initiative' that can be delegated to HR 'when and if' funds are available, or to be presented as a feel good factor at kick-off events.

**SHAPE equips senior leaders with the attitude and skillset to create a culture of engagement and collaboration in the organisation.**

The programme provides them with an opportunity to:

- Explore how a culture of engagement and collaboration can enable the organisation to win both in the marketplace and in the workplace,
- Develop a clear vision of how engagement links with the organisation's mission and growth strategy,
- Reflect on the role of senior leaders in shaping a culture that drives performance and engagement,
- Assess their effectiveness against best practise roles in each of the 6 critical areas and identify actions to improve weak areas,
- Craft a compelling message about the organisation's story that will provide direction and guide employees' actions and contributions,
- Explore the drivers in the physical as well as psychological work environment, taking a critical look at the status quo in the organisation regarding each of the drivers,
- Weed out business practises or barriers that undermine high performance and a thriving workplace,
- Identify actions which leaders can take to show employees that the organisation cares about them and has their best interest at heart, thereby building a culture that fuels engagement,
- Assess current internal communication strategies in the organisation against best engagement communication practises,
- Identify the expected outcomes and objectives of the Free To Grow programme in the organisation, with special focus on the culture and the bottom line.

As part of Free To Grow's employee engagement programme, SHAPE is a highly regarded programme that can be used to involve and engage senior leaders from the get-go. This enables them to 'own' the initiative, help shape the objectives, bring the roll out strategy in line with the operational requirements, and ultimately have a stake in measuring its impact.

Through SHAPE senior leaders are assisted to shape the culture they want to see in their organisation.

**Free To Grow is accredited with Services Seta (Decision number: 0101)**



### Target group

Senior leaders, including exec. team

### Duration & Delivery

Our programme delivery methods and durations vary. Presented face-to-face and virtually, SHAPE can be packaged to meet your needs.

### Alignment

The content of SHAPE is aligned to all the other programmes in our Culture and Engagement Suite. This creates a common language regarding engagement in the organisation.

"The session went very, very well. It gave us direction and we identified important action plans which we are already setting in motion. A really worthwhile session for the entire Exco team. I must also mention how good the facilitator was. She did an excellent job."

**Michael Nel**  
GM, Twelve Apostles Hotel & Spa

"SHAPE brought my team together and inspired us to live up to what employee engagement asks from us as leaders. It set an excellent foundation for the internal session we had with our managers following SHAPE."

**Cornelius Ramatlhakwane**  
CEO, Botswana Post

