

# SUPERCARGE YOUR CULTURE



## **Fixed Term Chief Culture Officer/(Title Unimportant) For Hire**

**Success-Based, One-Year-Fixed-Term Engagement and Free License for the PeopleNotTech Dashboard up to 1000 employees**

My CV attached here or on LinkedIn shows what I have done, and it should show that over the past 25 years I have spent time in Product, Innovation, and Tech before finding a home in FinTech but leaving it and moving into DevOps a few years back when I noticed the glaring cultural, emotional and HumanDebt™ need of tech companies. I split my time between speaking and teaching about Agile and HR and the teams that fall in between them caught in the leadership, EQ and lack of engagement crisis in the workplace, I write books and articles and give my expert opinion on the topic but I'm not an Ivory Tower theoretician but a doer who likes to get her hands dirty and see awesome outcomes. So a couple of days a week, I'm still Chief Team Officer for the start-up I founded that builds software for team wellbeing called PeopleNotTech.

This year I have decided to use the time I previously spent writing to roll up some other cultural winners. I believe that getting to a healthy and highly competitive culture that sustains high growth for a tech company it's a "simple" case of focusing on teams, people's happiness, Google's Aristotle findings and most important of all: obsessing with Psychological Safety. I can help you use this belief to quickly build what could take you years or forever on your own.

I will completely revamp and future proof the future of your tech org in a specific amount of time. If you're a company that has made tech fast but hit a wall. If you were ahead for a long time but now it doesn't look like you're going as fast with as strong of a tech org. If you're just about to grow up to a scale-up or you're eyeing an IPO and you know that your culture, while functional or even fun, is not something that would stack up if compared point by point to a healthy unicorn.

While yes, I have "written the book on it" as I have studied the theme of teams dynamics, Psychological Safety and Wellbeing in particular in technical environments in all of my past books such as "People Before Tech" and the upcoming "Tech Led Culture" but I don't believe I have developed some consulting-heavy-jargon-ridden special secret methodology beyond a combination between my inability to be PC, "professional", devoid of foul language or corporate-fakeness ability so **what I bring to the table is:**

- Clarity on "fluffy topics" that could have taken you years to clarify with your current HR organization;
- A precise action plan to become competitive in terms of people and culture in record time;
- High motivation to deliver this on time and above expectations;
- A proprietary method of interviews and data collection predicated on being super real that achieves much faster results;
- A proven method to test data on the elements that make teams high performing - flexibility, resilience, learning, emotional engagement, courage, openness, organisational attitude, collaboration appetite, satisfaction with remote work, and above all psychological safety;
- A well-researched method to better each of these areas in teams by using effective and proven CBT-like team techniques in the form of team Plays;
- Someone who has "seen it all" in the field as I am still going to continue as Chief Product Officer and Teams' Happiness Responsible person

in my organisation PeopleNotTech so I will be “in the trenches as well” in a non-competitive but cutting edge DevOps tech enterprise;

- A non-neurotypical brain with an Agile fetish, a track record of winning awards and making massive things happen fast and a conviction that DevOps culture means more heart, more self-awareness, more empathy and more time to do the HumanWork

### **Here's how you and I will make this happen together:**

- I'll come in and know you all through sincere and super-real 1-on-1s and group sessions;
- I'll act like a counsellor Troy to the CEO and a personal leadership coach to the rest of the execs;
- We'll position this as “Win like Google - get Psychological Safety in Teams” not the big cultural transformation that it is
- I'll first eval and plug in any knowledge or faith holes all across;
- We'll announce that because PS is a key strategic goal we need everyone to genuinely block time, protect attention and resources and aggressively prioritise any activities that are part of the Human Work and we'll even signal that through performance reviews and bonuses;
- We'll simplify language, redefine honesty, reinforce safety and an appreciation for shows of lack of fear be they coding courage or contrary points of view and socialise some of the quick wins teams can have;
- We'll audit all surveys and centralise and simplify in “data-led-happy-work” new strategy we had all the buy-in for that we could get
- We'll roll out CBT for teams & workshops to try other plays;
- I'll initiate a discussion on “belonging” and “thriving” and make it remain a priority;
- We'll teach people to value and implement self-care;
- We'll empower teams - remind them of their need and right for autonomy and help them understand topologies, dependencies and the relationship maps;
- We'll revamp flexibility - from a company-wide open exploration of what work means - “fully open - how do we do this guys?” campaign where they are invited to consider what is individual versus group work etc to a discussion on willingness to collaborate and online tech tools and processes;
- We'll actively ask all to become “Keeping it Real” police where we retrain honest communication - real English - always point out and disapprove of fearful, pompous wooden language;

- I'll look at forming or bettering leadership teams instead of working groups;
- I'd start preparing my exit from day one with your people, tech or ops leaders that will have to carry the Human Work through and train-the-trainer at every opportunity;
- Create a thirst for closed feedback loops, genuine communication, radical honesty, respectful conflict and mindful human interaction;
- Work with Agile coaches, Scrum masters and HR alike to do the practice of the human work while the intervention work increases Psychological Safety;
- Normalise everyone's attitude to emotions and feedback. Challenge what is seen as "professional" and is a barrier;
- Work with Tech to genuinely take HR into the belly of the beast for their need for Agile to deliver technology and describe what they learned from breaking things fast and trying to emulate Google;
- Work with HR to genuinely ask the right questions of Tech to understand better and meanwhile help them quickly increase their hard (formerly known as "soft") skills of empathy and strong emotional intelligence.

Work together to inspire and rethink leadership and strong foundations of happy, thriving and super-high-performing employees.

*Make awesome software happily. Save the world. Win all the things.*

**Fixed price:** (35% - deposit on signature, 5% every month thereafter and 15% final payment/exit fee)

**Success-Based-Bet:** If your people are not 15% Happier more Psychologically Safe and more productive by my last month don't pay me the exit 15% and if it's above 20% you owe me another 15% bonus.

Please get in touch at: [me@duenablomstrom.com](mailto:me@duenablomstrom.com)