





# Culture by Design

Driving organisational success

## WHY OUR CLIENTS LOVE US!

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ALIGNING  
LEADERSHIP  
FOR SUCCESS  
ALIGNING STRATEGY  
FOR EXCELLENCE

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**Acentia**

At Culture by Design, clients love the multi-faceted approach we take to workplace culture. Our complete system for organisational improvement addresses collaboration, leadership, effective processes and more, creating a workplace culture aligned with the organisation purpose, goals, strategy, and vision.

At Culture by Design we go the extra mile, setting organisations up for long-term success by creating self-sufficiency and placing their own people in the drivers seat.





# THE JOURNEY SO FAR

Mary and Marie are a formidable pair in the workplace culture development space. With decades of industry experience under their belt, they shared a strong professional interest in the concept of culture when they launched Culture by Design more than five years ago.

Both agreed there wasn't enough dedicated focus on workplace culture in the professional development space and were determined to create a niche workplace culture improvement experience unlike anything else available in the market.

Marie and Mary each bring their own unique perspectives to Culture by Design, creating a well-balanced leadership team united by a common passion for improving workplace culture. They believe in the design and implementation of lasting, bespoke solutions that build organisational resilience and foster improved productivity.

Over the last five years, Marie and Mary have worked to create the first ever Culture Excellence Framework, complete with toolkits and resources specific to the development and improvement of workplace culture. Their one-of-a-kind copywrite system, Acentia has been thoughtfully designed to respond to the diverse needs of workplaces large and small.

Now, business is booming as the dynamic duo continue to bring their revolutionary workplace culture approach to boardrooms and organisations across the country. With the demand for workplace culture development higher than ever, Marie and Mary are ready to share their success with professional HR and organisational development specialists ready to enter the niche speciality of cultural improvement.



# WHAT WE DO & WHY

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**CULTURE by DESIGN  
DRIVES SUCCESS BY  
SHIFTING THE CULTURE  
PARADIGM TO ALIGN  
WORKPLACE CULTURE  
WITH ORGANISATION  
STRATEGY.**

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Culture by Design has spent several years working intensively with Business Excellence frameworks to build what we believe is the first Culture Excellence framework in the world.

Focusing on 13 elements that are crucial to the success and health of the organisation, Acentia includes comprehensive solutions that leaders can implement to develop and grow their workplace culture.

Through the delivery of the Acentia program, Culture by Design equips clients with the skills, knowledge and tools they need to improve and maintain a healthy culture in their workplace.





# THE GROWTH OF THE COMPANY

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Culture by Design has created a lucrative franchise model structured to maximise the growth of the company as it enters new businesses and locations across New Zealand and Australia.

Confident in the curated solutions offered by their innovative Acentia program, Culture By Design is ready to take on the world, with a view to bring their ground breaking workplace improvement solutions to workplaces across the globe.

WHILE ALL OF THIS  
SOUNDS COMPLICATED,  
IT'S REALLY A SIMPLE &  
PRACTIAL APPROACH  
TO IMPROVING  
CULTURE THAT'S  
ABOUT BRINGING ALL  
OF THE PIECES  
TOGETHER TO DRIVE  
ORGANISATIONAL  
SUCCESS.

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# WHAT A TYPICAL DAY IS LIKE FOR A FRANCHISEE

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No two days are ever the same for a Culture by Design Franchisee, who will spend time through the week focusing on the delivery of client projects, meeting new clients and networking within their local area.

A typical day might include sitting down for consultations with board members and CEOs before putting together and following through on proposals.

Other days franchisees may be delivering client solutions including facilitating a variety of different workshops.

At all times, franchisees are fully supported with unlimited access to Acentia's complete range of facilitation guides, training resources, sales scripts, templates and thousands of resources to facilitate the best possible experience for franchisees and their clients.



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# THE IDEAL FRANCHISEE



At Culture by Design, we are seeking franchisees that match a very specific profile. In addition to someone whose values align with the brand and share our passion for culture, franchisees will need to have extensive experience in strategic HR management or organisational development.

Ideally, we are seeking franchisees who hold a tertiary qualification and have been or are currently in the consulting industry, with an established client base.

Alternatively you may have operated in senior Exec HR or OD positions. Franchisees must have an executive presence,

should be well-presented, personable, and confident sitting with board members and CEOs.


Franchisees should have a strong understanding of the region they operate in and be well networked within their local market.

Strong emotional intelligence is a requirement of the job along with a motivation to grow, as franchisees will be required overtime to recruit, train and lead a team of Culture Specialists.

**CULTURE by DESIGN  
IS A CANINE-FRIENDLY  
OPERATION, SOOO  
OWNER / OPERATORS  
MUST LOVE DOGS!**



# WHY SHOULD YOU CHOOSE A CULTURE BY DESIGN FRANCHISE



At Culture by Design we are without competition, offering clients a niche service creating a bespoke culture within their workplace with the first ever framework for Cultural Excellence. With exclusive access to the Acentia program, franchisees are afforded access to resources and templates already established and proven to succeed.

In addition to the support offered through Acentia, franchisees are provided extensive training, accreditation and business development assistance, along with a robust national marketing strategy managed by head office. At Culture by Design, franchisees are fully equipped for success from day one with company leadership committed to building franchisee confidence and capability.



**Acentia**



# OUR VALUES



We Lift Others Up



We Do What's Right



We're Go-Getters



We Unleash Client Potential



We Are Influencers



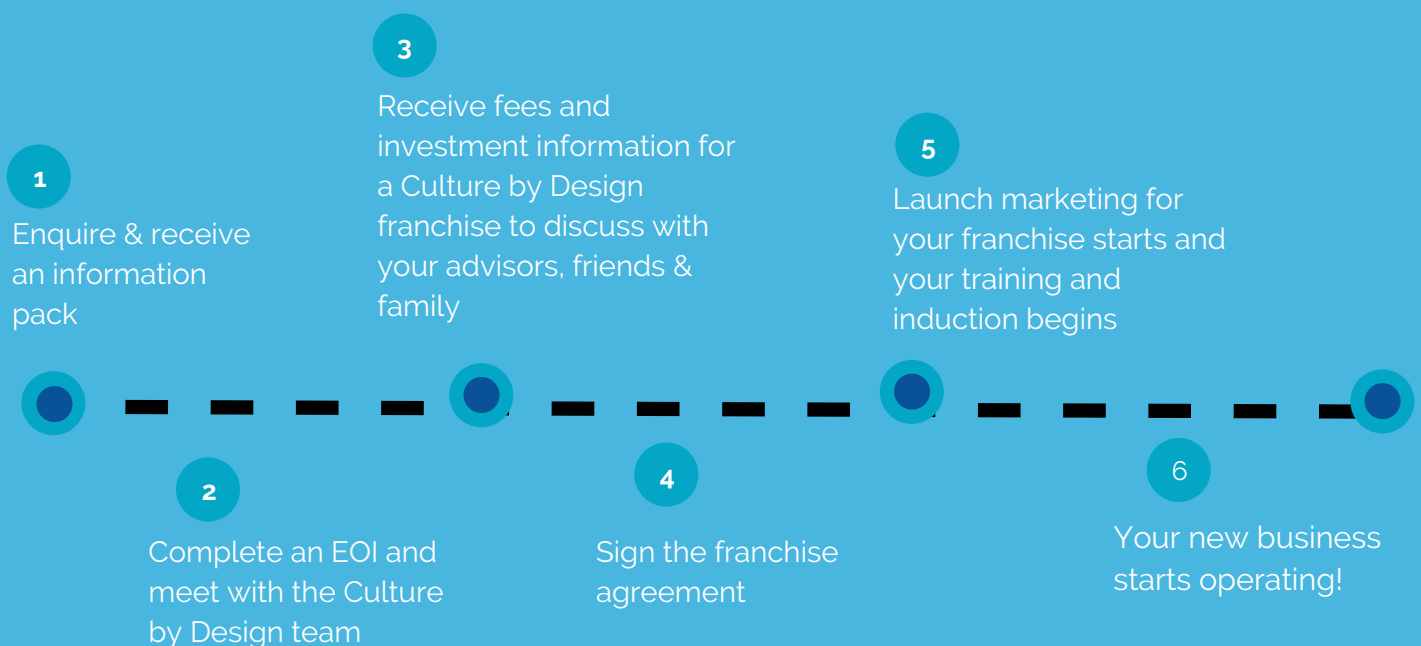
We Give Back

# STEPS TO OWNING A CULTURE BY DESIGN FRANCHISE

Our lucrative business model has been refined over many years of successful practice and expansion in the professional development industry. Designed to propel the growth of new franchisees, Culture by Design's franchise process is simple, straightforward, and profitable for all parties.

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting. However, with our support and a low investment entry point, owning your own successful workplace culture business has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.







Thank you  
for your continued interest in a  
Culture by Design Franchise

If you would like to find out more,  
complete the EOI form today:

[www.culturebydesign.co.nz/franchise-  
opportunities](http://www.culturebydesign.co.nz/franchise-opportunities)

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