



# Culture Deck






# Our Purpose:

We believe that elevated culture leads to organizational success and a workplace where people feel fulfilled. We build intentional solutions that strengthen organizations and elevate workplace cultures.

# Our Vision

is to be recognized as a Canadian leader in transforming workplace cultures with a focus on leadership and engagement.



We are thought  
leaders in our  
industry.


We leverage technology to  
make things simple  
for our clients and we continue  
to elevate our service offering.

We recognize that  
positive culture leads  
to organizational  
success

...and that work should be a  
place where people come to  
feel personally & professionally  
fulfilled.





The background of the slide is a brick wall. The top and bottom sections are solid brick walls. The middle section, where the text is located, has a white background with a faint, repeating pattern of the same brick wall texture.

better workplace cultures  
+  
stronger leaders  
=  
a more committed and  
engaged workforce



We don't do old-school,  
compliance-driven HR.



We focus on getting  
our clients results.

We're making Winnipeg a  
little better and a little  
happier one workplace at  
a time.





We see people as people - not as robots, processes or numbers.

At Acuity, as in any business, people are the differentiator.

So, how do we do it?





# We do the right thing.

(all the time)





# 1. We hire the very BEST of the best.

Driven professionals who:

- execute with excellence at every opportunity
- care about workplace culture
- care about our community and making it a better place for everybody.



## 2. We have our CLIENTS' best interests at heart.

We're not interested in  
creating clients that are  
dependent on us.

We empower our clients  
with the tools, resources,  
training & strategies  
to elevate their workplace  
culture & exceed their  
organizational objectives.



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### 3. We take OWNERSHIP.

We are accountable:  
to ourselves,  
to each other  
&  
to our clients.

There is a high level of trust on our team. If someone says they've got something, we know they will deliver.



## 4. We ELEVATE our clients' organizations (and each other) at every opportunity.

You can't look good unless you make your partner look good.

We make each other, and our clients, look good. We want the best for each other and aren't interested in politics & drama (you know the kind we mean).

A blue sign with white text that reads "GOOD VIBES ONLY". The sign is mounted on a post and is set against a blurred background of what appears to be a parking lot or a similar outdoor area.

GOOD  
VIBES  
ONLY

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## 5. We have HIGH standards.

We are experts in our field.

All Acuity team members are high performers, strong communicators and take personal learning and development very seriously.



## 6. We value OPENNESS.

Information is not a weapon.

We share as much as possible to help each other succeed. We are open to new ideas, iterations and different ways of doing things.

## 7. We are highly COLLABORATIVE.

We seek input from each other,  
our clients and other key  
stakeholders to learn and elevate  
our products and services.

At Acuity the sum is greater than  
its parts.







## 8. FIT matters.

We all get to be our wacky and unique selves and we play to our individual strengths. But we do have a few things in common:

- Passion for making a difference
- Positive energy (we sprinkle that shit everywhere)
- A high level of empathy for one another, our clients and their teams

# We're not going to talk about Integrity, Respect, Honesty or Trust...

These are table stakes - the bare minimum.

They are so foundational that we don't mention  
them in our list of core behaviours/values.



The background of the entire slide is a close-up, horizontal view of dark brown wooden planks. The wood grain is prominent, showing various knots and textures. The planks are arranged in a staggered pattern, typical of a wooden floor or wall.

One of our Acuity Partners said it best:

"Acuity is like the best group project you've ever worked on. No one person is carrying the team while someone else slacks."



At the end of the  
day we are all here  
to make a  
difference,  
challenge ourselves  
to grow personally  
and professionally,  
and have some fun  
while we do it.





Fun usually =  
patios, wine or  
sushi.

Or all three on a  
good day!

This is who we are and who  
we aspire to be.



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