

BUILDING A GROWTH CULTURE

A shift from the transactional to the transformational.

HOW DO YOU FEEL THIS MORNING?



**“You don’t rise to
the level of your
goals, you **fall to
the level of
your systems.**”**

James Clear, Atomic Habits

An illustration of a person's hands holding a dollar bill and a 100 Euro banknote. The person is wearing a blue shirt and an orange sleeve. The background features a green tree and a blue sky with white clouds. The text 'TRANSACTING WITH CUSTOMERS' is written in white on a black background in the top right corner.

**TRANSACTING
WITH CUSTOMERS**

**TRANSFORMING
CUSTOMERS**

OUR STORY IN BRIEF

RCA

RCA was founded with the undistracted purpose of:



OUR NUMBERS

1200+

BRANDS AUDITED

200 000+

EMPLOYEES ENGAGED

6

COUNTRIES COVERED

The following we have learnt from these brands and others...

iStore

NESPRESSO®



TAJ

 Samsonite®



Reebok 



 WOOLWORTHS



tashas

carlton hair



vida
e caffè



La Motte
a culture of excellence

HARBOUR HOUSE
RESTAURANT

Reuben's
RESTAURANT & BAR



Anthony's
RUPERT



CORICRAFT

PRINGLE
OF SCOTLAND



**Sportsmans
Warehouse**
winning starts here

WHY DO **YOU** COME TO WORK EVERY DAY?

WHY DOES OUR **TEAM** COME TO WORK EVERY DAY?

WHAT I **CAN** CONTROL

- *What I read after I get up in the morning.*
- *What I eat in the morning.*

WHAT I **CANNOT** CONTROL

- *What the weather is doing today.*
- *How the government is reacting to COVID-19.*

Priming through News Media



The
Star

BusinessDay



“Our staff become a reflection of the most **prominent stimulus** they are exposed to.”

A low-angle, upward-looking photograph of several modern skyscrapers reaching towards a cloudy sky. An airplane is visible in the upper center of the frame, flying between the buildings. The image has a dark, moody aesthetic with a blue and grey color palette.

**“Growth cultures
manifest when the
leaders are driven by
curious intelligence.”**

**“Learning and
Development has
given way to Learning
and PERFORMANCE.”**



TRANSACTIONAL VS TRANSFORMATIONAL

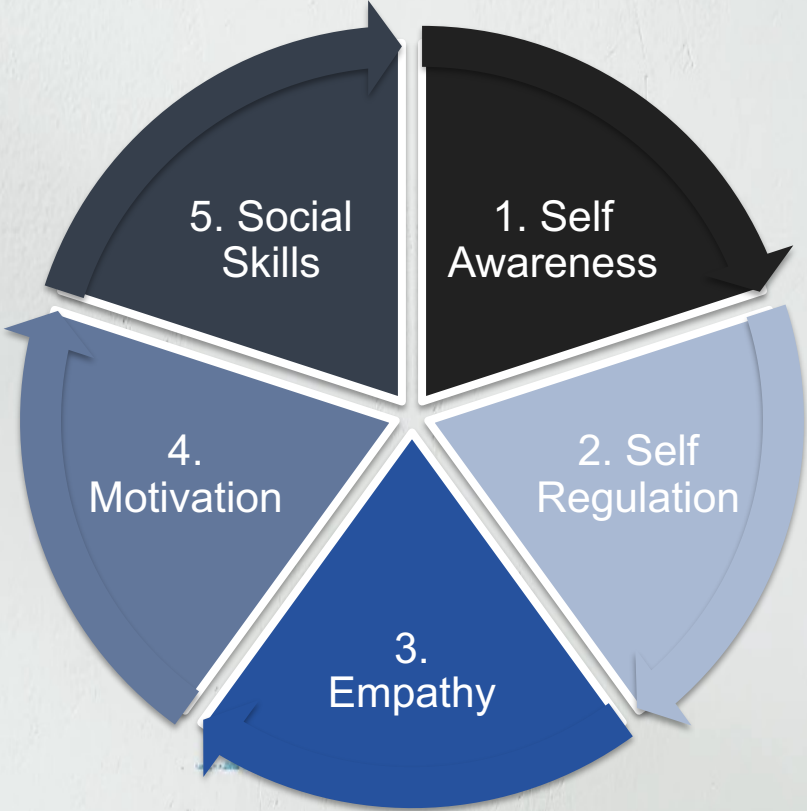
A smiling man in a light grey suit, light blue shirt, and striped tie is the central focus. He is looking slightly to the right of the camera. In the background, two other people are visible but blurred: a woman on the left and a man on the right, both also smiling. The overall tone is professional and positive.

**The
Transformational
State** is one where
we become open to
**new ideas and
growth.**

MICRO- LEARNING

Building a habit and culture of learning for yourself as well as your team.

Emotional Intelligence

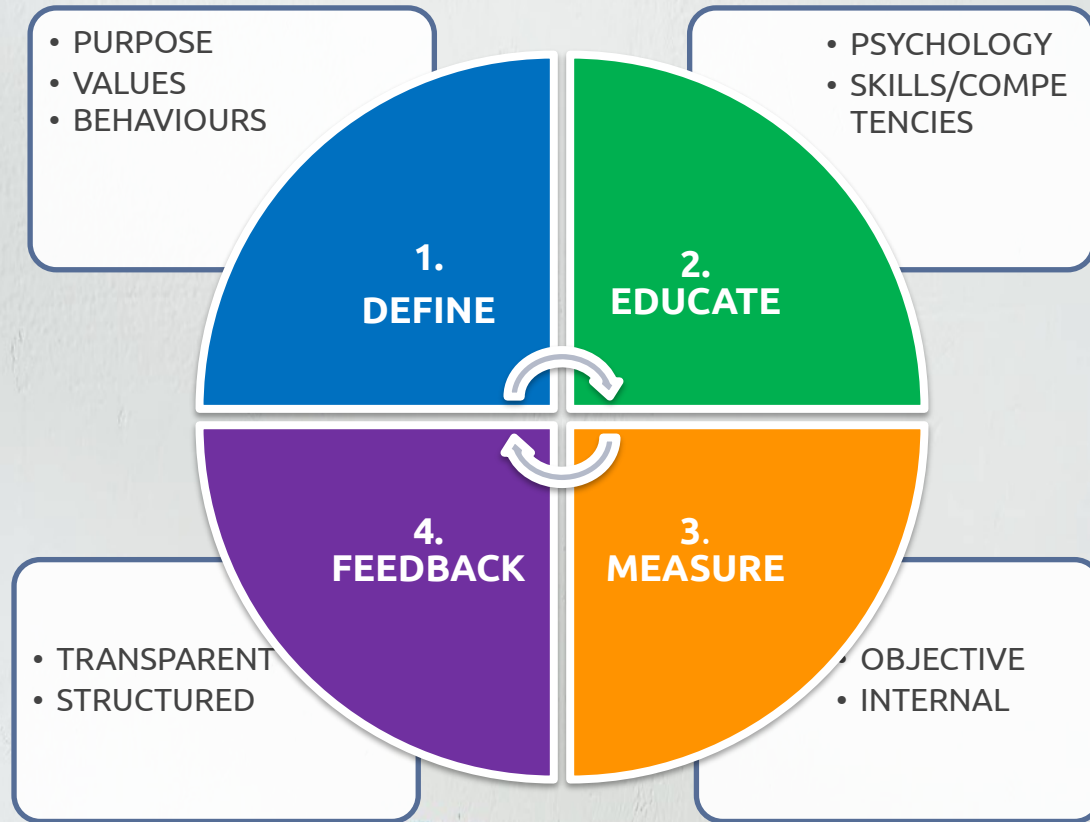


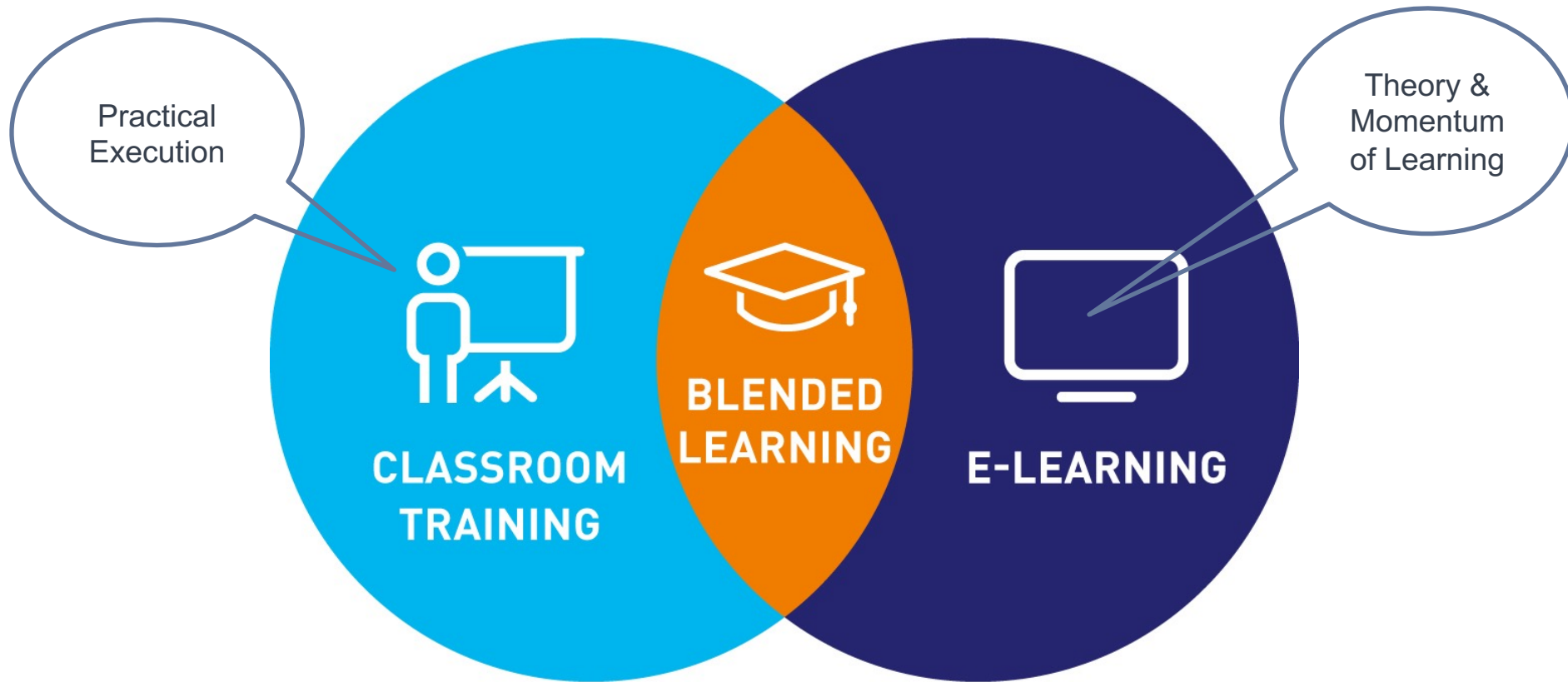
CULTURE

the set of *shared attitudes, values, goals, and practices* that characterizes an institution or organization



Building a **Growth Culture**





RAPID LEARNING



THE RECRUITMENT & APPRAISAL CHECKLIST



RECRUITMENT/APPROVAL CHECKLIST

CANDIDATE/EMPLOYEE: _____

EVALUATOR: _____

TOTAL SCORE: /30

KEY:

- 5 - Exceptional
- 4 - Exceeds Expectation
- 3 - Meets Expectation
- 2 - Does not Meet Expectation
- 1 - Poor

Trait	Description	Score /5
1. Kindness & Optimism	A considerate person who sees opportunity in every situation.	/5
2. Intellectual Curiosity	An individual who believes they always have something to learn.	/5
3. Work Ethic	The inclination to want to keep working at a process or skill to make it better.	/5
4. Empathy	The willingness and ability to understand the states of others.	/5
5. Self-Awareness	Being conscious of one's own state at all times.	/5
6. Integrity	Having the judgement to do the right thing even when nobody is watching.	/5

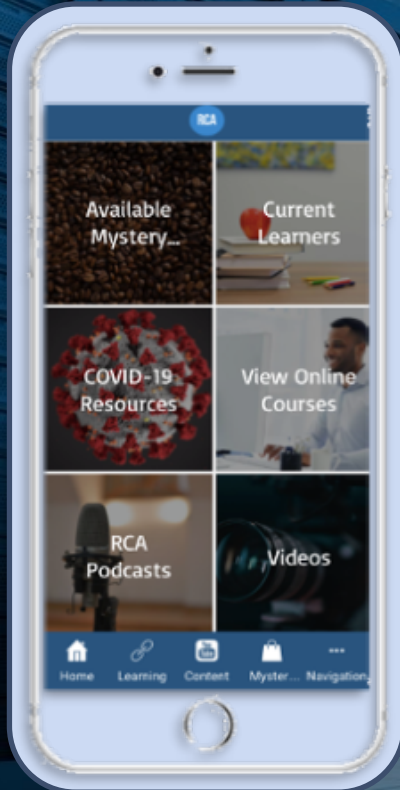
Learn more at www.rcaconsulting.biz

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Thank you for listening!

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