Introduction to eviL Culture

WHO & WHY?   eviL Culture (eC) works with many clients to develop great cultural programmes and a common challenge is making sure their people remember and engage with the key messages over time.

While some clients choose on-site sessions with eC, these can be expensive for some and only reach a limited number of employees at once.

New hires often have to wait for enough people to join a session, this delays their introduction to the cultural program. Additionally, many businesses rely on subcontractors who may not have the budget for cultural training. This solution offers an affordable way to include them and align them with company culture early on.

Following feedback from various clients, eC has worked with industry experts to develop a digital platform "App" to help create more sustainable programme engagement. This bespoke App has been built from the ground up using recent techniques to develop E-Learning and App. The E-Learning can be stand alone or fed into a businesses Learning & Development frameworks. App includes E-Learning and goes further to bespoke something unique to your business.

Current clients with ongoing programs can go directly to the App for their employees. If it's been a while since a session, they can use the App as a refresher. New clients should use the E-Learning to introduce their employees to the program.

01. E-learning Module

1.1 Subscriptions can be set up before an individual starts with the business, allowing them to complete the E-learning before their official start date.

1.2 If the option is taken to do new starters in a group then they can run one E-learning video and the individuals still interact individually via their app.

1.3 To accommodate employees for whom English is not the first language, the module and app will be available in multiple languages, with users selecting their preferred language before starting. Any text or questions on the app will be in their chosen language. On the videos there will be subtitles

1.4 The rECapp module is a general cultural awareness video that any company or industry can use to highlight the benefits of fostering the right culture in a business.

1.5 The video is 45 mins long and can be watched individually via the app or as a group in a shared setting.

1.6 The module includes interactive activities through the app to enhance engagement.

*The module will be a one off cost. The only additional cost to be incurred is if the business requested a new version/update to suit their needs.

02. Personalised Branding in E-learning/App

2.1   The E-Learning and app will retain the standard rECapp layout and colours (Black and white), but branding and content will be customized to align with the client's internal programme.

2.2   The E-learning and app could contain the a recorded personalised introduction from the directors to welcome new employees, adding a personal touch to the experience.

2.3   The app could also include Internal updates, Leadership Engagement, Employee Introductions or any specifics the business requires.

03. Subscription

3.1 Ongoing Engagement: Every two months, a new video or task will be released on the app to reinforce key cultural messages.

3.2 Employee Insights: Monthly anonymous surveys capture employee feedback, providing businesses with up-to-date insights into workforce sentiment & challenges. Data can be trended & benchmarked to assess cultural progress (additional cost for findings & benchmarking: £5 per person per month). They will receive information via a monthly report to include all the findings & benchmarking.

3.3 Internal Updates: Businesses can use the app to share cultural programme updates and company news, targeting specific teams or business units.

3.4 Employee Introductions: 'Meet the Employees' videos can be created and uploaded to introduce team members, their roles, and their contact information.

3.5 Leadership Engagement: Every two months, a senior leader will host a 1-hour live Q&A session via the app, allowing employees to submit questions in real time. Leadership members can use this opportunity to provide business updates and address concerns directly.

Live Stream Costs

Businesses can choose to conduct live streams using their own devices (phone or laptop) and software (Teams, Google Meet etc.)

Alternatively, rECapp can provide professional production for high-quality streaming at an additional cost through their tried and trusted production service Superbeam Ltd for every use.

Additional Considerations

SCALABILITY

If the number of employees increases, the subscription cost will scale accordingly.

SETUP FEES

If the business decides to use the standard rECapp format but would like to make any alterations this will be done at an additional cost to the business.

RETURN ON INVESTMENT

- Efficiency Gains: Reduces the need for repeated in-person training.
- Engagement Impact: Enhances employee retention of cultural values.
- Data-Driven Insights: Provides real-time feedback on cultural alignment and workforce sentiment.