

Create Rockstar Teams!

Inclusion isn't the norm...yet. Join the Culture Catalysts community working to create a new culture of work, starting with ourselves and our teams.

*A more diverse team is
NOT automatically more inclusive.*

Frequent Interpersonal Conflicts, Turnover.

Unfortunately, most people have never experienced an inclusive culture. By default, we tend to exhibit more tribal and exclusionary behaviors. Humans often categorize others as "us" or "them," which creates barriers that are challenging to overcome. Individuals from underrepresented or marginalized groups who feel unsafe have limited options: fight, quietly endure trauma, or quit.

Limited Training Impacts.

Participating in a single diversity training session will provide some education, but it's unlikely to effectively change people's mindsets or behaviors. Like acquiring any new skill, it takes ongoing and consistent practice to make it a habit. While HR teams can offer suggestions to leaders, it's ultimately the responsibility of each leader to implement changes within their teams.

Cultivate Team Culture.

Candice Heidebrecht empowers leaders to cultivate Rockstar Teams that foster safe spaces for authenticity and belonging. She is the Founder and CEO of Cultivate Empathy, an Emotional Intelligence Coach, and an Applied Anthropologist with more than twenty years of experience in go-to-market leadership.



“

Candice has the uncanny ability to be both comforting and challenging in the same breath. I felt seen, heard, supported, challenged, and encouraged during every session.

”

- Tiffany K.

You Create Team Culture

CULTIVATE *Empathy*

Jumpstart the transformation to a new culture of work by developing these core behavioral skills within yourself and your direct reports.

25% *is the tipping point*
to change the whole culture.

Sociological studies show that when only 25% of a group embraces a new norm, like inclusive behaviors, the rest quickly follow. ¹

*Cultivate
the 25%*



Make Reflection a Reflex.

Reflecting on how you can be more inclusive at work and leading with vulnerability drives others to share what they need. Keep learning, practice self-awareness, and strive to do better next time.



Share Your Journey.

Because humans are innately social beings, we have a strong inclination to stick together. We are more likely to embrace new ideas when someone we trust explains how or why they changed their perspective.



Own the Change.

Practicing inclusive behaviors within your sphere of influence allows you to do better. Being humble with others, gentle with yourself, and, above all, persistent empowers ownership in change. Practice accountability with a growth mindset: Expect to make mistakes but commit to doing better.

