

# CULTURE BY DESIGN: LEADERSHIP WORKBOOK

Tools and reflections to design cultures of  
belonging & performance.



# WELCOME & HOW TO USE THIS WORKBOOK

This workbook supports your reflection, application, and leadership practice.

## How to use it:

- Capture insights during the workshop
- Complete reflection prompts
- Use blueprint pages for team application
- Revisit commitments in 30/60 days

## A Note from Israel



Leadership is not just a role we step into, it's a culture we shape every day. The way we listen, the way we decide, the way we show up in moments that matter... all of these become signals that tell our teams what is safe, what is valued, and what is possible.

This workbook is designed to support you as you reflect on your own leadership and the culture you are actively creating. You'll find tools, prompts, and frameworks that invite you to look beneath the surface — at the habits, systems, and choices that influence how people feel and perform.

There is no perfect leader. There are only intentional leaders.

My hope is that this experience equips you to lead with greater clarity, curiosity, and courage, so you can design a culture where people thrive, belong, and do their best work.

Thank you for showing up with openness and a willingness to grow. The work you do matters. And the culture you build will ripple far beyond the walls of your organization.





# HOW CULTURE GETS DESIGNED EVERY DAY



## INTENT

What do we say we value?



## BEHAVIOR

What do we reward, model, or tolerate?



## SYSTEM

What policies, processes, or rituals reinforce that behavior?



## FEEDBACK

What data, dialogue, or signals tell us how we're doing?



## REINFORCEMENT

How do we sustain and evolve it?

### Reflection:

Which component is strongest on my team?

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Which needs more intention?

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# WHAT INCLUSIVE LEADERSHIP LOOKS LIKE



## VALUE DIFFERENCE

See, hear, and leverage diverse perspectives to fuel innovation.



## CREATE SAFETY

Enable candor, learning, and trust through curiosity and courage.



## DRIVE PERFORMANCE

Connect inclusion to results — belonging drives engagement and accountability.

### Reflection:

Which principle is my natural strength?

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Which requires more intentional practice?

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# BUSINESS IMPACT OF INCLUSION

RISKS	REWARDS
Disengagement	Trust & Collaboration
Turnover	Innovation
Silence	Retention
Missed Innovation	High Performance

## Reflection:

Which risks show up on my team?

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Which rewards matter most to our goals?

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# HIDDEN BARRIERS

Most barriers are unintentional, but they still impact belonging and performance.



## ASSUMPTIONS

The belief that if you aren't actively being exclusive, that you are automatically being inclusive.

## THREATENING

The belief that that the individual will be a threat to your position or opportunities.

## STEREOTYPES

Having a belief about an individual or group that the group will all act the same.

## BIASES

Focusing on those that look like and think like us.

### Reflection:

Which barriers show up for me?

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Where do they show up in my team?

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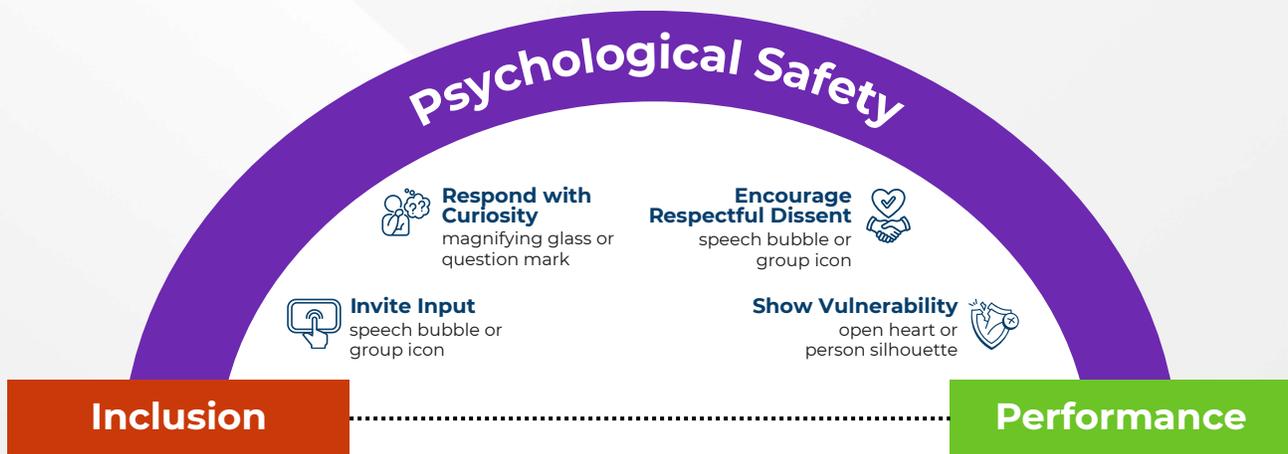
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# PSYCHOLOGICAL SAFETY BRIDGE



What's one behavior I can change this week to strengthen this bridge?

## Reflection:

Where is safety strong?

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Where is it fragile?

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# BREAKOUT WORKSHEET: DEFAULT VS DESIGN AUDIT

Chosen Area:

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Default Behaviors:

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Design Opportunities:

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# INCLUSION → SAFETY → ENGAGEMENT → PERFORMANCE



Where does this chain hold strong? Where does it break?

## Reflection:

Where does this chain break down on my team?

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# MOTIVATIONAL & INCLUSIVE ENVIRONMENT

## Prompts:

Purpose – How do I create meaning? Where do people see meaning?

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Connection – How do I build belonging? Where do people feel seen?

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Safety – How do I create trust? Where do people feel nervous to speak?

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# P.E.R.M.A.H. SELF-ASSESSMENT

Rate each domain (1–10) and reflect:

Positive Emotion: \_\_\_/10

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Engagement: \_\_\_/10

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Relationships: \_\_\_/10

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Meaning: \_\_\_/10

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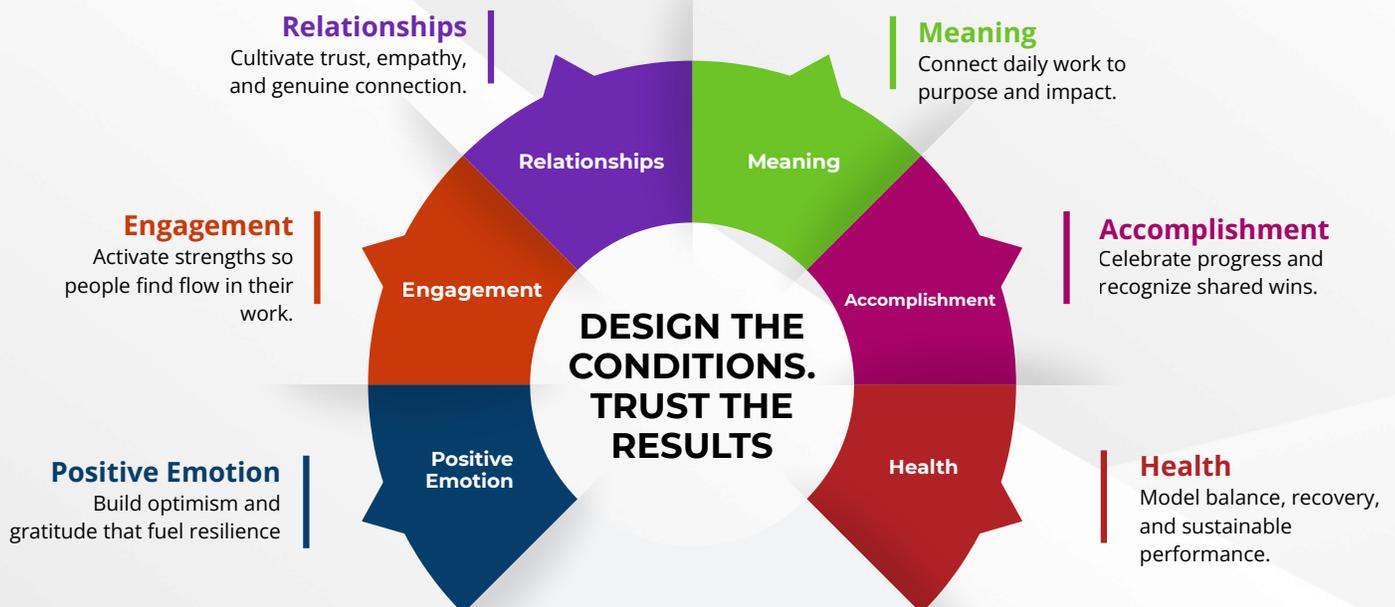
Accomplishment: \_\_\_/10

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Health: \_\_\_/10

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## THE P.E.R.M.A.H. FRAMEWORK: SIX KEYS TO THRIVING TEAMS



\*Adapted from Dr. Martin Seligman: well-being as a driver of performance

# DRIVE MODEL REFLECTION

Autonomy:

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Mastery:

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Purpose:

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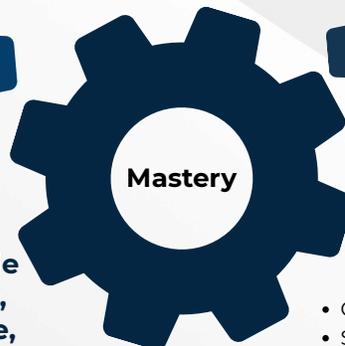
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## WHAT DRIVES HIGH PERFORMANCE

The science of intrinsic motivation: autonomy, mastery, and purpose

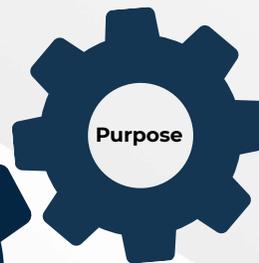
**Give people space to shape how the work gets done.**

- Choice
- Flexibility
- Ownership



**Help people grow skills, confidence, and capability.**

- Coaching
- Stretch
- Feedback



**Connect work to meaning, mission, and impact.**

- Why it matters
- Who it serves
- What it moves forward

# LEADERSHIP VS TEAM CULTURE REFLECTION

## My Leadership:

How do I create autonomy?

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How do I build mastery?

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How do I strengthen purpose?

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## My Team Culture:

Where do they feel empowered?

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Where does development stall?

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Do they understand the why?

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# PSYCHOLOGICAL SAFETY: 4 PILLARS

## Prompts under each pillar:

Invite Input:

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Curiosity over Blame:

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Respectful Dissent:

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Vulnerability:

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# WHAT PSYCHOLOGICAL SAFETY SOUNDS LIKE

Strengths:

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Opportunities:

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Awareness drives intentionality

## STRENGTHS

- Where do people feel free to share ideas?
- Where do we recover from mistakes well?

## OPPORTUNITIES

- Where is dissent avoided?
- Where do people edit themselves too much?

# BREAKOUT WORKSHEET: MICRO-SCENARIO REDESIGN

Scenario Chosen:

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Old Response:

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Redesigned Response:

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(Pillars Applied)

# MOMENTS THAT MATTER



Where am I most consistent? Where am I inconsistent?

## Reflection:

Which moment impacts your team most?

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Which must shift first?

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# INCLUSIVE LEADERSHIP HABITS

## Reflection under each habit:

Courage:

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Curiosity:

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Commitment:

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Cognizance of Bias:

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Collaboration:

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Cultural Intelligence:

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# DECISION-MAKING FRAMEWORK

INPUT – Whose voices matter?

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INQUIRE – What questions haven't we asked?

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INTEGRATE – What themes emerged?

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IMPLEMENT – How do I communicate the why?

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# DECISION-MAKING SPRINT

Case:

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Input:

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Inquire:

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Integrate:

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Implement:

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