



Behavioral  
**Elements**™

An Organizational  
Development Program  
for Building a Culture  
Where Everyone Thrives



## Your Guide to Transforming Culture

---

*Build the skills and confidence to  
effectively manage behaviors and  
empower your organization*

*A unique behavioral assessment  
and learning program built on  
modern Behavioral Science.*

# Why Focus on Building a Strong Culture?



*A strong culture is the ultimate antidote to the most severe workplace challenges.*

*The right culture attracts the best people, which is every organization's most important resource.*

Smart leaders understand that culture is critical for organizations to thrive and survive. Managing culture can often feel like turning around a giant ship with a single oar. However, it doesn't have to. Culture is simply the sum of behaviors that people engage in every day. That is why we use the Behavioral Elements Program to help organizations build the culture that everyone wants to work in.

## Behavioral Elements Helps People:

- Identify their driving purposes
- Improve decision-making
- Capitalize on their motivations
- Transform behavioral habits
- Achieve personal and professional goals

## Behavioral Elements Helps Organizations:

- Develop better communication
- Foster shared understanding of work styles
- Facilitate high-performance cultures
- Reduce conflict
- Build stronger, more collaborative teams

Behavioral Elements gives you a variety of tools to empower personal and organizational performance. The program includes access to a detailed behavioral assessment, structured coaching curriculums, custom planners, group training programs, talent management instruments, and culture-building systems.



## Organizations that have utilized the Behavioral Elements Program:



# Empowering Your Teams to Behave Intelligently – How Behavioral Elements Creates Real Change

The Behavioral Elements Program is a powerful tool for developing a strong, high-performance culture. It is designed to help people easily explain where behaviors come from, both their own and others. This understanding helps people and teams predict and manage actions and reactions in multiple contexts and situations. With our guidance, your teams will create real and lasting behavioral growth in themselves and across the organization.

Using the Behavioral Elements 4-Drive Framework, organizations can more effectively build trust and connect with colleagues and clients on a level never before experienced. Understanding the drives will help you get to the core of motivations and support people in devising strategies to behave intelligently in all situations. Similarly, the Behavioral Elements Program allows you to quickly and accurately assess communication styles, decision-making preferences, workplace values, and more.

By introducing Behavioral Elements to your organization, you will gain access to the proprietary assessment, professionally developed and tested training and coaching programs, and tools to foster behavioral change. Join our global community of Behavioral Elements companies and empower your leadership and teams to become the best versions of themselves.



|| Behavioral Elements was **perhaps the best 4 hours of training I've had at Ford – EVER.** Framing project management and its myriad challenges from the perspective of personality types and behaviors truly drove it all home for me. Well done! ||

– R.H, Ford Motor Company

|| The behavioral elements test and feedback/**results are truly spot-on, and enlightening...** I'm blown away by the accuracy and the implications for my life & career going forward. ||

– Caitlin Crommett, GenerationWHAT? Academy

|| Unlike traditional culture programs, Coeus's Behavioral Elements give **deep insight into the motivations for individuals' actions** and crucially how to influence each elemental type's decisions and behaviors. ||

– Gabe Murillo, Variant Partners

|| All the tools, all knowledge that we received were not only helpful in understanding our culture, it has also given us our North Star and **the confidence to guide our organization on it's path to success!** ||

– Stephanie S, Falkenberg, Gilliam, & Associates

# Inspire Real Change with our Culture Building Services and Solutions



Interviews, Surveys, and **Research** to Get the Voice of Your Team and a Pulse on Your Culture



**Management Training** to Support Culture Integration Across Teams and Divisions



Behavioral **Assessments** to Show Strengths and Opportunities for Teams and People



Analysis of **Practices and Policies** to Ensure Cultural Alignment



Customizable **Training Programs** for Individual and Organizational Development



**Management Coaching** and Workshops to Support Strong Behavioral Leadership by Example



**Facilitation** of a Co-Created "Behavioral Code of Conduct"



**Teambuilding** and Connection Support to Build Community

A man in a dark suit and light blue shirt is smiling and holding a large, stylized red 'X' that covers the bottom half of the image. The background is a dark, textured wall.

[Click Here to See the Behavioral Elements TEDx Talk](#)

Our Behavioral Science Backed Solutions Are Proven To:

- **Empower** People to Take Ownership
- **Foster** Trust, Cohesion, and Collaboration
- **Build** Psychological Safety
- **Enhance** Performance and Communication
- **Inspire** Innovation and Problem Solving

# Return on Investment – Grow Yourself, Grow Your Teams, and Grow Your Business



We are excited to start a culture building journey with you to accelerate your success. We offer two distinct models for cultural transformation:

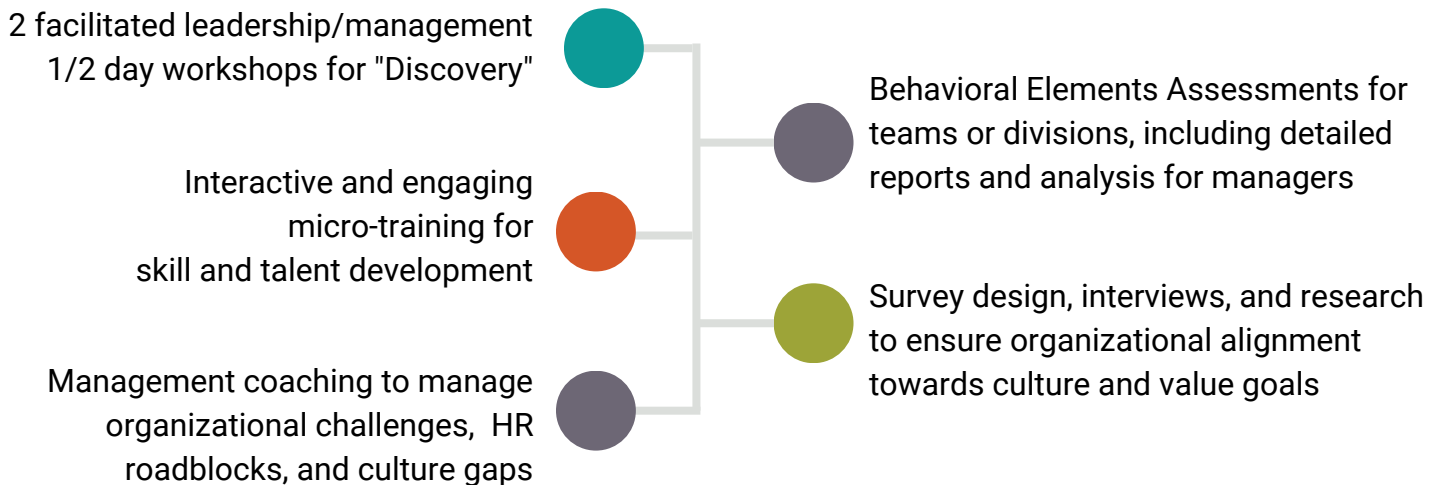
**Retainer-Based Model** - This model offers ongoing monthly support with various on-demand services available. We will collaborate with you to design monthly opportunities prioritizing your most urgent and pressing needs with a pre-defined budget. An excellent option for building long-term, sustainable impact.

**Project-Based Model** - This option allows you to set an organizational objective(s) and budget to implement a specific service or solution from beginning to end. An excellent option to address single issues or unique challenges.

## Let us customize a solution for you.



### Sample Project and Retainer Offerings



*What challenges are you facing? We have training programs that cover customer service, management strategies, difficult conversations, motivation, decision making, sales, communication, and much more!!*

# Our Process

**1** Discover: Explore the needs and pain points to diagnose needs and root causes.

**2** Deploy: BE Assessments, surveys, or other data collection tools.

**3** Develop: Create programming and offerings to support long-term sustainable growth.

**4** Deliver: Implement the solutions to inspire the culture we all want to work in.

**5** Decide: Evaluate results and determine future steps to ensure sustainability.

|| It is absolutely amazing to me how quickly leadership and management are able to learn the materials and immediately implement the learnings into the organizational culture. It is a gamechanger for teams. ||

– Søren Dinitzen, Trainer & Educator





[Check out our video testimonials!!](#)



We look forward to empowering you and your teams with the Behavioral Elements program.

**Jay Johnson, CEO**

E: [jay@behavioralelements.com](mailto:jay@behavioralelements.com)

C: +1 313-802-1602

S: [@jayjohnsonccg](#)

Questions?

Let's schedule a call or meeting to walk through them!

[Click Here to Schedule with Calendly.](#)