

CULTURE DESIGN QUALIFICATIONS



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We can help if you...

need help recruiting great talent.

struggle to retain talent.

have multiple offices, divisions, or remote staff with conflicting cultures.

need a workplace that reflects your vision and promotes your culture.

We help by...

- designing cultural artifacts, rituals, and stories that can be shared during employee recruiting.
- codifying your unique culture in a Culture Guide as a reference tool for all employees.
- interviewing your staff and developing your unique value proposition as an employer.

- creating a magnetic culture that attracts and retains talent.
- leading workshops to co-develop the culture that employees seek.
- performing a Discovery phase to identify the reasons employees are leaving.
- designing office spaces that “earn the commute” of your staff.

- codifying your unique culture in a single Culture Guide to be used as an onboarding tool.
- leading workshops to co-develop the culture that employees seek.
- designing common cultural artifacts, rituals, language, and stories that are universally embraced.
- writing or revising core values that reflect where you are headed, not where you’ve been.

- creating artifacts and rituals within your office that tangibly connect people to your culture.
- designing the interiors of your offices as exciting places to come to work.
- designing your office to be a core asset of your brand.

1 DISCOVERY 5-6 WEEKS

2 MAGNETIC CULTURE DESIGN 12-20 WEEKS

3 CULTURE GUIDE 2 WEEKS

4 MAINTENANCE 1 WEEK

3-6 MONTHS

1. DISCOVERY

- Internal Survey
- Internal Interviews
- Strategic Plan Review
- Brand Review
- Culture Review
- Findings & Recommendations

2. MAGNETIC CULTURE DESIGN

- Core Values
- Benefits
- Language
- Stories
- Rituals
- Artifacts

3. CULTURE GUIDE

- Codify Your Culture
- PDF Manual
- Compliment to Employee Manual
- Compliment to Brand Guide

4. MAINTENANCE

- Surveys
- Interviews
- Workshops
- Culture Guide Revisions

LecoursDesign is a brand and culture agency helping A/E/C* firms attract great clients and talent.

Nice to Meet You

Based in sunny San Diego, CA, we work with staff and clients across the country. We have a team of four: two senior designers, a strategist and a web developer. We also consistently work with select creative partners if needed for copywriting, photography, video, or custom illustration.

We Know A/E/C

You won't waste time onboarding us about the nuances of the A/E/C industry. Our 25 years of expertise provides benchmarks to measure your firm against your peers.

You'll Enjoy the Process

We're committed to making our work together fun & efficient. You'll appreciate our systems and love of sharing best practices for project management. Clients tell us we communicate well—listening closely, while respectfully challenging their long-held assumptions.

* A / E / C = Architecture, Engineering, & Construction, but you already knew that!

Scope of Work Sample

CULTURE DISCOVERY & MAGNETIC CULTURE DESIGN



PHASE	PLUS	PRO
<p>Culture Audit</p> <p>Review and score your firm’s current core values, benefits, language, stories, rituals and artifacts. Review employee manual, policies & procedures, and benefits. Client provides examples for review.</p>	•	•
<p>Brand Audit</p> <p>Review and score 10 key brand touchpoints for potential and existing employees. This would likely include website careers section, welcome kit, brand identity, messaging, recruiting collateral, one social media channel, etc.</p>	•	•
<p>Interviews</p> <p>20–30 minute qualitative research phone interviews with seven employees. This should be a diverse group representing different locations and experience levels within your firm. Interviews to focus on the employee experience. Interview questions will be co-created by LecoursDesign and you. You invite interviewees, then make introductions to LecoursDesign for scheduling.</p>	•	•
<p>Internal Survey</p> <p>Develop and implement a firm-wide survey to understand how employees feel about your firm’s culture. Survey questions will be co-created by LecoursDesign and you. Share results of the survey and initiatives from firm owners in response to the survey results.</p>	•	•
<p>Presentation</p> <p>David Lecours delivers a 60–90 min., in-person or Zoom presentation to company leadership. Includes insights, findings and highlights from: culture audit, brand audit, interviews, and survey. Concludes with specific recommendations with timing and estimated fees for Magnetic Culture Design. Opportunity for Q&A. Attendees are encouraged to record or take detailed notes during the presentation.</p>	•	•
<p>Report</p> <p>Written report containing: scorecard and comments from culture audit and brand audit for each brand touchpoint. Report includes anonymized transcripts from interviews and recommendations with timing and estimated fees for Magnetic Culture Design. Report is delivered as a .PDF</p>		•
TIMING	5 weeks	6 weeks
INVESTMENT	\$9,000	\$12,000 <small>*Does not include travel reimbursement if necessary</small>

PHASE		DELIVERABLES	BASIC	PLUS	PRO
Core Values	These are the foundation of your firm’s culture. We write, or refine, up to five core values. This includes either a workshop or survey to gain input from many views within your firm. We write a specific, measurable, behavior that supports each of the five values. We prototype one hero value and how it could be manifested through employee benefit (systems), language, story, ritual, and artifact.	<ul style="list-style-type: none"> Workshop or survey for firm input 3–5 core values statements 3–5 values behaviors Plan for prototyping 1 hero value 	•	•	•
Artifacts	Explore and present three core values artifact concepts. We’ve created coasters, planters, wall graphics, booklets, video, and interactive team walls for clients. The artifact could be spatial, inclusive, engaging, or operational. Design or create the chosen artifact concept. Provide estimate for production/fabrication of the artifact. Design a welcome kit and provide estimate for production/fabrication.	<ul style="list-style-type: none"> 3 values artifact concepts (written) Design the chosen artifact concept Design a welcome kit Estimate artifact & welcome kit 	•	•	•
Rituals	Refine one existing ritual to better support values and energize the team. Plan and launch two new rituals to support values, purpose, and vision. Rituals should integrate in-office, hybrid, and remote team members. We’ve helped clients create firm-wide rituals such as an annual Values Day, integrate peer-to-peer recognition when “exemplifying” a core value, and develop a lecture series.	<ul style="list-style-type: none"> Refine existing ritual (1 paragraph) Plan 2 new rituals (2 paragraphs) Colloaborate with client for rituals 	•	•	•
Stories	Write or refine seven stories: origin, purpose, vision, hero value, and three client case stories. All stories will share a common framework: setup, conflict, turning point, and outcome.	<ul style="list-style-type: none"> Origin, purpose, vision, hero value stories about 300 words 3 client case stories about 600 words 		•	•
Benefits	Develop five new benefits that support core values, including some that bridge the gap for in-office, hybrid and fully remote team members. Develop or refine an onboarding and offboarding plan.	<ul style="list-style-type: none"> 5 new benefits concepts Onboarding plan Offboarding plan 			•
Language	Workshop to uncover unique language opportunities. Write or refine ten words or phrases to support core values and close gap between your firm now and in the future.	<ul style="list-style-type: none"> 1 Language Workshop Write or refine 10 words or phrases 			•
Culture Guide	The culture guide is a compliment to your brand guide and employee manual. Having your culture initiatives codified in this guide improves new employee onboarding. Existing employees appreciate having a reference guide to establish common expectations across the firm. We write and design the Culture Guide.	<ul style="list-style-type: none"> 10–20 page PDF Culture Guide Includes chapters on values, systems, language, stories, rituals, and artifacts. 		•	•
Maintenance	To ensure accountability, we include a maintenance check-in with all magnetic culture design plans. Six months after our final deliverables, we conduct a short survey with staff. One year after our final deliverables, we conduct seven interviews and conduct a short survey.	<ul style="list-style-type: none"> 6 month survey 1 year interviews (7) and survey 	•	•	•
TIMING			3 mo.	4 mo.	5 mo.
INVESTMENT			\$15K	\$21K	\$26K

Case Stories

MAGNETIC CULTURE DESIGN



Murraysmith

Services: Discovery & Recommendations, Core Values, Language, Rituals, Artifacts

You have always been so fantastic on what you did for us; more so, the story behind Murraysmith and how you went about the process, and how you were able to align where we are going. The story, foundation, and process is more important than anything else. You are and have been amazing.

Objectives

- Communicate pride as engineers that value craft
- Promote firm culture to attract and retain great talent
- Promote that the firm takes care of its people

Solutions

- Writing of new core values
- Concept and design of a faux craft beer brand coaster for each core value
- New brand identity, marketing collateral, website, report template, and trade show booth



[SEE MORE](#)

Kelly & Stone Architects

Discovery & Recommendations, Core Values, Language, Artifacts

The succulent pots are a way to add beauty and keep the core values front of mind. When team members catch each other “in the act” of a particular core value behavior, that pot is a gifted reminder of peer-to-peer recognition.

Objectives

- Align culture between two offices in Colorado and California
- Develop new language and messaging for consistent communication
- Create an open-source website CMS that can be easily updated with internal resources

Solutions

- Artifacts and ritual of peer-to-peer recognition of values through rotating succulents
- Custom infographic to communicate the KSA process
- A website that features each employee, a philosophy page and careers page



[SEE MORE](#)

KAA Design

Rituals and Artifacts

I've read your email blasts through the years because they are thoughtful and helpful. We're going through some big changes here and I'd like to use your voice to help us express ours.

Objectives

- Extend the brand identity we designed onto a highly visible Los Angeles office exterior
- Design spatial artifacts to make the new office a destination worth commuting to
- Honor the legacy of design legends in KAA's new neighborhood

Solutions

- Branded conference rooms honoring local design legends: Eames, Shelby and Turrell
- Welcome To Our Neighborhood entry wall mural with 30 custom icons
- Creativity Loves Diversity interactive flip wall with employee fun facts



[SEE MORE](#)

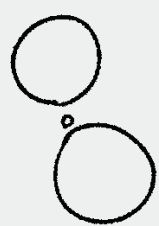
Why Hire Us?

OUR CULTURE, DIFFERENCE, TEAM, AND CLIENTS



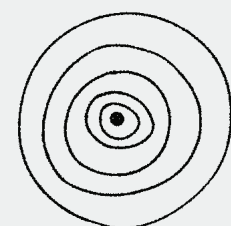
Our culture, and how it benefits our work with clients

OUR VALUES ARE THE FOUNDATION OF OUR CULTURE



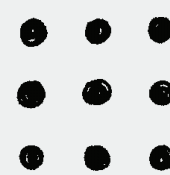
Continually evolve

Marketing and culture are never done and never perfect. We continually improve.



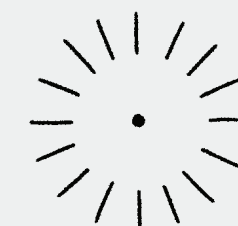
Feed yourself well

The quality of our input = the quality of our output. We must nourish ourselves to be creative.



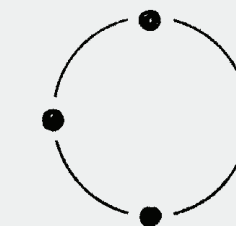
Communicate with clarity & courage

A great designer is a great communicator.



Embrace systems & order

We are methodical and find joy in order, structure, and organization.



None of us are as smart as all of us

We utilize the strengths of our teammates to achieve greatness and create connection.

HOW CLIENTS BENEFIT

Our 28 years focused in the A/E/C industry provides a baseline for us to compare your firm against your peers. After the Discovery phase, we'll share recommendations for how to improve your culture. We also offer maintenance to help new behaviors evolve into habits.

In our weekly staff meetings, each person shares something inspiring. Then we archive the inspiration. As a result, we start each new client project brimming with new ideas.

We utilize project management tools like Asana to proactively communicate project expectations. But there are other times when an old-fashioned phone call is more effective. Usually, we deliver good news, but we aren't afraid to have crucial conversations when needed.

Utilizing systems grants us time and energy to do the deep work necessary for creative breakthroughs. We go all-in to co-design your firm's culture to be unique and magnetic.

You know your business and culture best. Our job is to draw great ideas from you and give you the tools and courage to implement them. Through a constant feedback loop, we iterate with your team to co-create a culture we are all proud to share.

01

100% Focused on Architecture/Engineering/Construction (A/E/C)

LecoursDesign is a national brand and culture agency helping only A/E/C firms attract great clients and talent. You won't have to teach us about A/E/C marketing. We know what it takes to create an exceptional A/E/C brand and firm culture. LecoursDesign was honored by SMPS for four national awards: Best Rebrand (2018), Website (2018 & 2020), and Print Recruitment Promotion (2018).

02

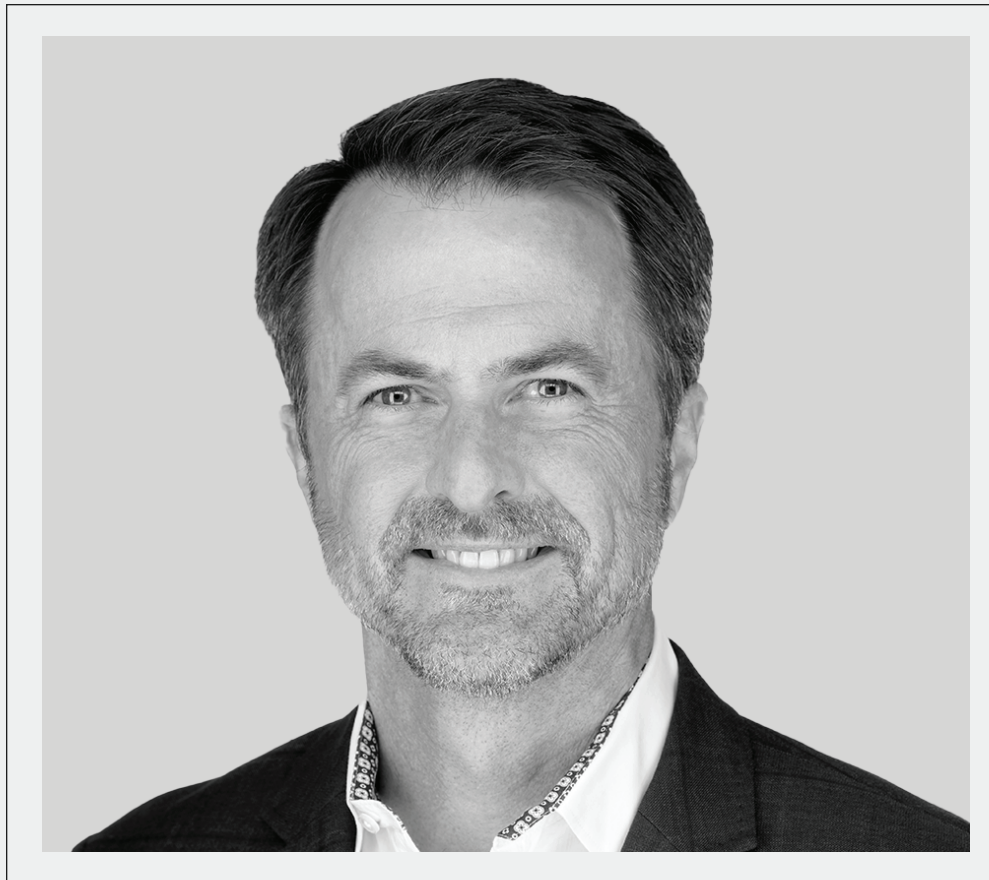
You'll Work With an Elite Team

All we have is a focused, elite team. Get to know them on the next page. There's no bait-and-switch handoff to junior staff doing the work. Staying small allows us to be selective and focused on a few projects at a time. Our proven alliances with senior consultants and craftspeople ensure top-notch, reliable creative work.

03

Proven Process and Peer Endorsements = Low Risk

We understand that hiring a creative agency that you've never worked with is risky. You don't have time or budget to fire the agency and start over. But we come highly recommended by many of your AEC marketing peers. LecoursDesign offers a proven process and a track record of successful branding projects. We're committed to making our work together equally successful and fun.



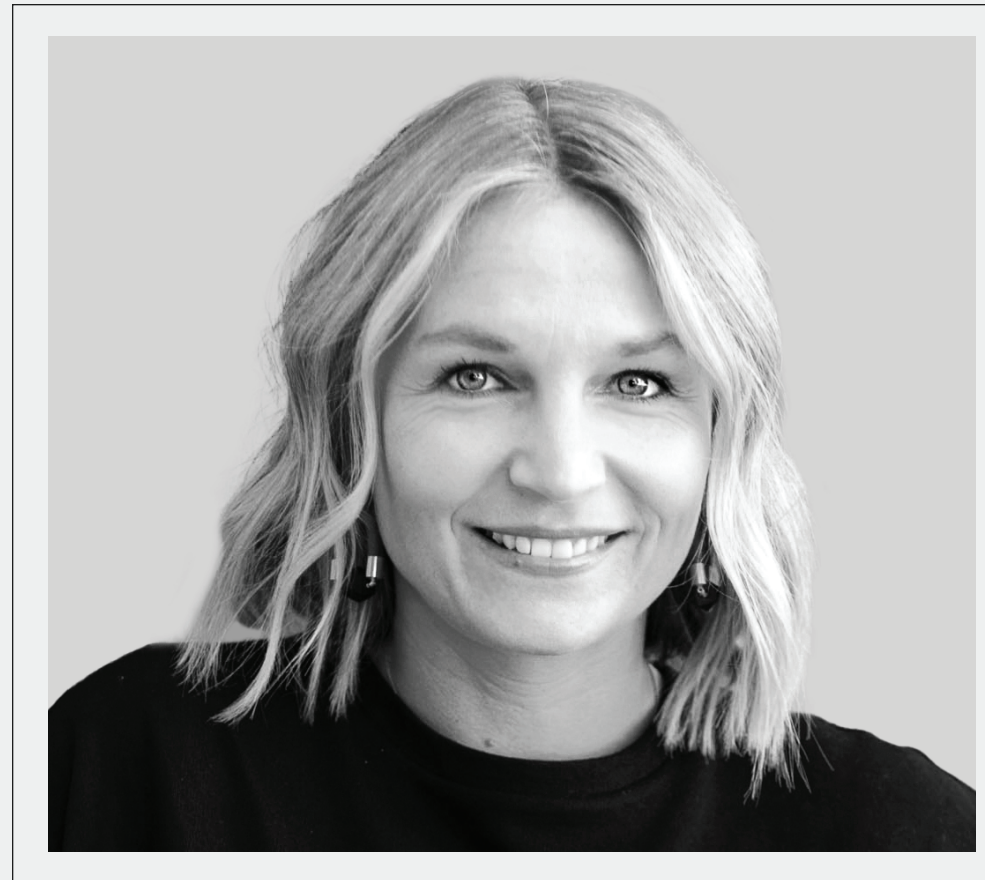
David Lecours

Principal & Strategy Lead

As a strategist, designer, writer and speaker, David is on a mission to help A/E/C firms attract great clients and talent.

David graduated from the University of Southern California thinking he would become an architect. But, he discovered a passion for marketing while working for Paramount Pictures and Reebok. David attended UCLA to study—and eventually teach—graphic design. David achieved his Certified Professional Services Marketer (CPSM) designation from SMPS and was named “Marketer of the Year” by SMPS San Diego.

David is a two-time TEDx presenter and former co-host of the PSM show podcast. David and his wife have a young son and also loves pickleball, succulents and skateboarding in his hometown of Encinitas, California.

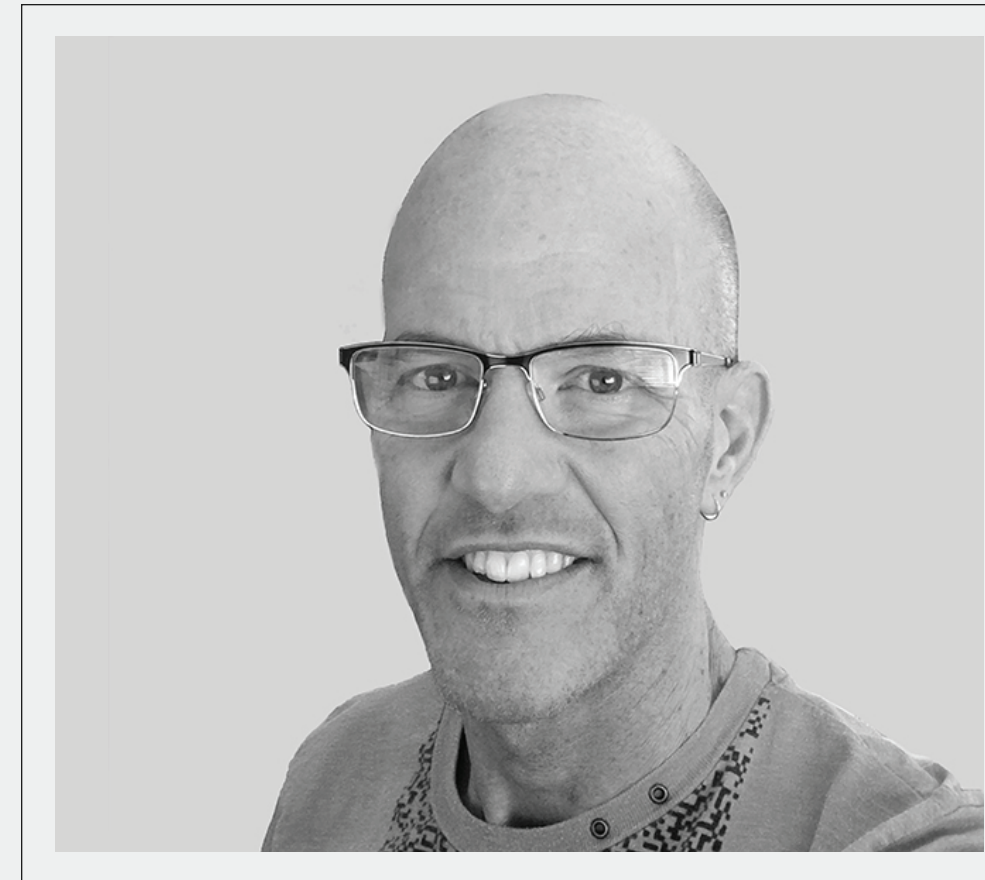


Petra Ives

Design Director

Shortly after finishing Design School in Munich in 2000, love transplanted Petra from her orderly and rainy home of Germany to laid-back, easy-living San Diego. She embraced Southern California wholeheartedly and picked up hiking, surfing, and the taste for sushi. She went back to school to expand her design education and polish her English skills starting at San Diego City College and finishing at San Diego State University. Petra joined AIGA to network, lead events, and extend her creative family.

Now, fully rooted, Petra splits her time between branding and design strategy, teaching design at the City College, traveling, and spending time with her husband and two kids.



John Dennis

Web Developer

John Dennis has been a digital designer and developer for 25 years. He is past president of AIGA San Diego. John holds a Bachelors and Masters degree in Fine Arts from the University of Wisconsin. John worked at two international media development and marketing teams, Time Warner Interactive and Qualcomm. His strong background in graphic design, multimedia interface design and content planning, makes John comfortable working with engineers, marketing managers and the zaniest of designers. In addition, John has dedicated many years to an intensive investigation of design and development with WordPress.

John is married and enjoys yoga and music in his hometown of La Jolla, California.



Emily Castillo

Senior Designer

Emily’s love for art and design has been a defining aspect of her life since an early age. Her exceptional creative projects have been recognized with numerous accolades in various art competitions throughout her school years. Her unwavering dedication and tireless efforts have paid off, as she gained invaluable experience in Design & Marketing over the course of her seven-year career in Texas. Driven by her ambition to make her dreams a reality, she earned a BFA in Communication Design from Texas State University with honors in 2015.

Currently based in Santa Fe, her passion for design and creativity continues to flourish, and she draws inspiration from activities such as longboarding, gaming, and different art forms during her late-night hours.

Architecture

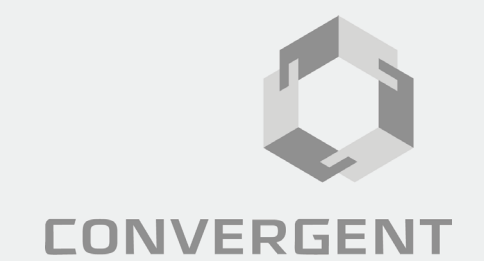
Aquatic Design Group
 BSB Design
 Chris Barrett Design
 Evens Architects
 Hoerr Schaudt
 Ike Kligerman Barkley
 International Parking Design
 Island Architects
 Johnson Wen Mulder Architects
 KAA Design Group
 Kelly & Stone Architects
 Kirkpatrick Architects
 Kligerman Architecture & Design
 KTUA
 Marc Appleton & Associates
 Miller Design
 Schmidt Design Group
 Sillman Wright Architects
 Toll Hammerschmitt Design
 Tucker Sadler Architects
 Vasquez Marshall Architects

Engineering

Ascent Environmental
 Akela Engineering
 Brummitt Energy / Støk
 BSE Engineering
 Dibble
 ESA
 Geocon
 Geotek
 LSA
 MA Engineers
 Michael Wall Engineering
 Murraysmith
 Nasland Engineering
 Psomas
 R&M Consultants
 Randall Lamb
 Rick Engineering
 Salas O'Brien
 TK1SC
 Vertex

Construction

The Ambrose Hotel
 Anderson Woodworks
 Bay Shades
 Bergelectric
 Convergent
 Drew George & Partners
 Everyday Energy
 Grunow Construction
 Lang Contracting
 SC Builders
 T.B. Penick & Sons
 Schnetz Landscape
 Shawn Nelson Builders
 W.E. O'Neil
 Wermers General Contractors



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Thank you for considering LecoursDesign as your culture partner.
We're excited to work together.

