

# CULTURE DESIGN QUALIFICATIONS



**LECOURS**  
DESIGN

# Contents

## Introduction

- 002. Contents
- 003. Who We Are
- 004. Process & Timing

## Scope of Work

- 006. Culture Discovery
- 007. Magnetic Culture Design

## Case Stories

- 009. Murraysmith
- 010. Kelly & Stone Architects
- 011. KAA Design

## Why Hire Us?

- 013. Our Difference
- 014. Our Team
- 015. Our Clients

# 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 clients across the country. We have a team of four: two senior designers, a strategist and a web developer. We work consistently 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 your firm with benchmarks to surpass 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!



3-6 MONTHS

DISCOVERY

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

MAGNETIC CULTURE DESIGN

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

CULTURE GUIDE

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

MAINTENANCE

- Surveys
- Interviews
- Workshops
- Culture Guide Revisions

# Scope of Work Sample

CULTURE DISCOVERY & MAGNETIC CULTURE DESIGN



PHASE		PLUS	PRO
Culture Audit	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.	•	•
Brand Audit	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.	•	•
Interviews	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.	•	•
Internal Survey	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.	•	•
Presentation	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.	•	•
Report	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		•
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 a employee benefit (systems), language, story, ritual, and artifact.	<ul style="list-style-type: none"><li>▪ Workshop or survey for firm input</li><li>▪ 3–5 core values statements</li><li>▪ 3–5 values behaviors</li><li>▪ Plan for prototyping 1 hero value</li></ul>	•	•	•	
Artifacts	Explore and present three core values artifact concepts. We’ve created coasters, planters, wall graphics, booklets, video, experience design, 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"><li>▪ 3 values artifact concepts (written)</li><li>▪ Design the chosen artifact concept</li><li>▪ Design a welcome kit</li><li>▪ Estimate artifact &amp; welcome kit</li></ul>	•	•	•	
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.	<ul style="list-style-type: none"><li>▪ Refine existing ritual (1 paragraph)</li><li>▪ Plan 2 new rituals (2 paragraphs)</li><li>▪ Colloaborate with client for rituals</li></ul>	•	•	•	
Stories	Write or refine seven stories: origin, purpose, vision, hero value, and three client case stories.	<ul style="list-style-type: none"><li>▪ Origin, purpose, vision, hero value stories about 300 words</li><li>▪ 3 client case stories about 600 words</li></ul>		•	•	
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"><li>▪ 5 new benefits concepts</li><li>▪ Onboarding plan</li><li>▪ Offboarding plan</li></ul>			•	
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"><li>▪ 1 Language Workshop</li><li>▪ Write or refine 10 words or phrases</li></ul>			•	
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 expecations across the firm. We write and design the Culture Guide.	<ul style="list-style-type: none"><li>▪ 10–20 page PDF Culture Guide</li><li>▪ Includes chapters on values, systems, language, stories, rituals, and artifacts.</li></ul>		•	•	
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"><li>▪ 6 month survey</li><li>▪ 1 year interviews (7) and survey</li></ul>	•	•	•	
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 always have been so fantastic on what you did for us; more so, the story behind Murraysmith and how you went about the process and how we are able to align where we are going. The story, foundation and process is more important than anything else. You are and have been amazing.*

—CHRIS RAYASAM, MURRAYSMITH CEO

## 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





# 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 gifted as peer-to-peer recognition.*

## Objectives

- Align culture between two offices in Colorado and California
- Develop new language and messaging for consistent communication
- Creat 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 KSla process
- A website that features each employee, a philosophy page and careers page





# KAA Design

Rituals and Artifacts

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

—GRANT KIRKPATRICK, KAA DESIGN FOUNDING PARTNER

## 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





# Why Hire Us?

OUR DIFFERENCE, TEAM, AND CLIENTS



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 waste time onboarding us about the nuances of the A/E/C industry. 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

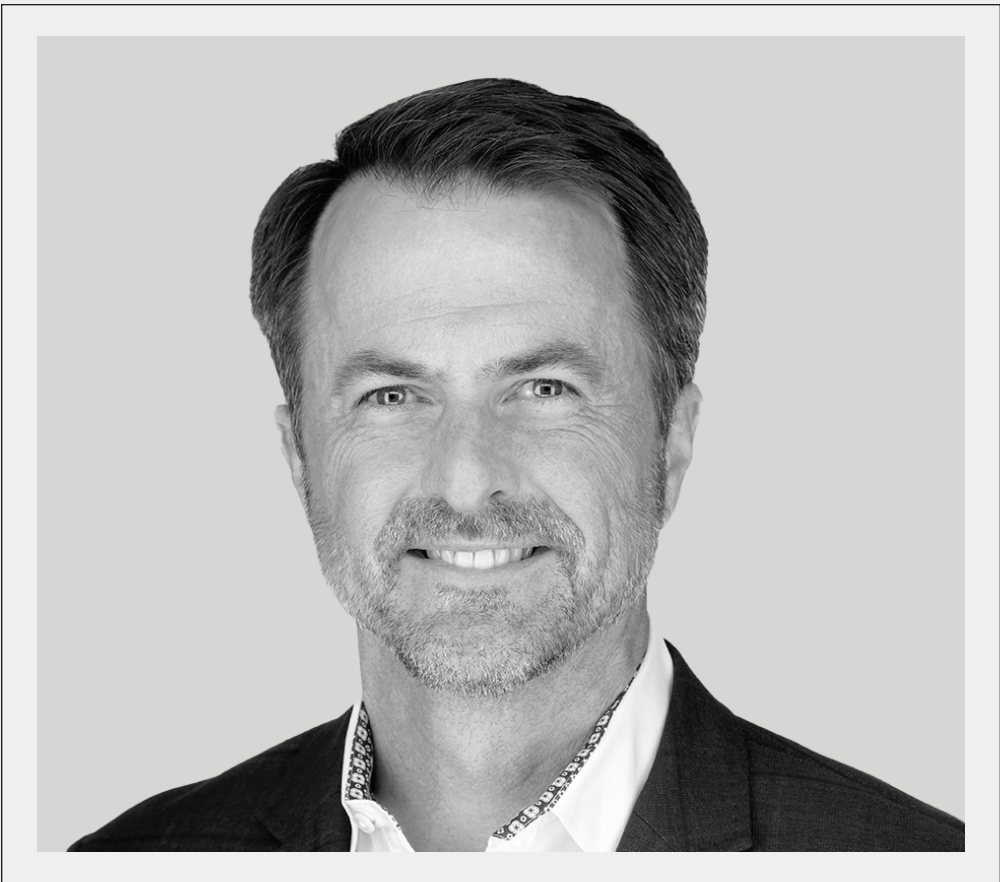
## You’ll Work With an Elite Team

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 found her love for art & design in her youth. Drawing constantly and excelling at any creative project. After winning many art competitions throughout school, she chose art to be her future, then pursued Communication Design at Texas State University. After graduating with her BFA and some honors, she moved slightly north to Dallas, Texas, where she learned the trade of Marketing and Advertising. Emily has seven years of design experience under her belt, and loves to talk *anything* design.

During the late hours of the night, she finds inspiration through longboarding, gaming, and many other forms of art. Currently, Emily is living in Santa Fe with her partner and their two cats.



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

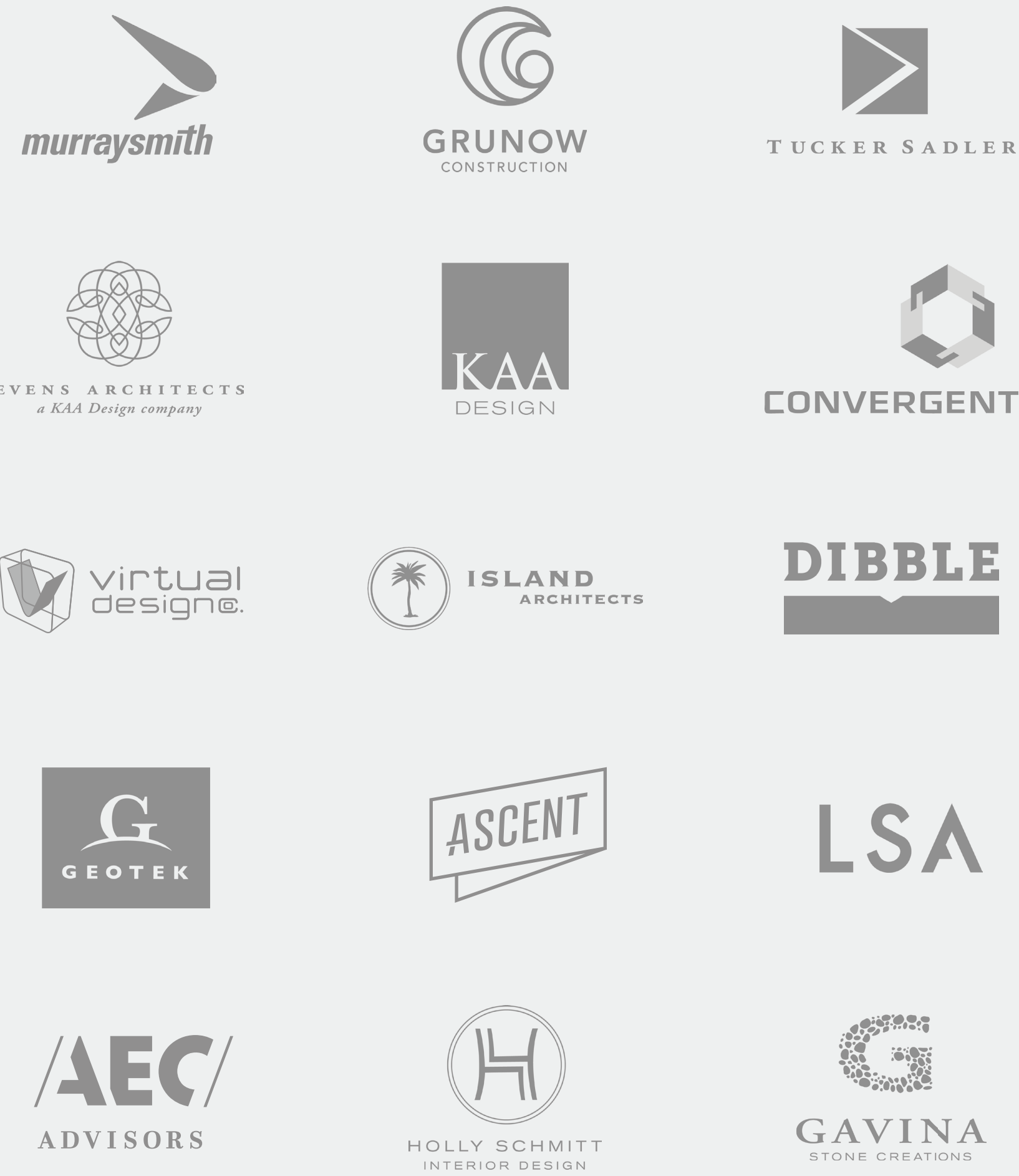
The Ambrose Hotel  
Anderson Woodworks  
Bay Shades  
Bergelectric  
Convergent  
Drew George & Partners  
Everyday Energy  
Grunow Construction  
Lang Contracting  
SC Builders  
T.B. Penick & Sons  
Schnetz Landscape  
Shawn Nelson Builders  
W.E. O’Neil  
Wermers General Contractors

References

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

