

HOW TO MAKE YOUR OWN EMOTIONAL CULTURE DECK

1. Download this PDF and take it to your local print shop or print it using your printer
2. Print the cards on A4 80GSM or heavier to create sturdier cards
3. Be as precise as possible when cutting the cards as they will be easier to handle later on
4. The step cards in this digital version of the deck are single-sided. The physical deck is two-sided –one side pink and one gold, so you have less cards in the pack.



©riders&elephants

The Emotional Culture Deck

Designed by **riders&elephants**

www.theemotionalculturedeck.com

©riders&elephants

How to use the deck

You can use this deck in two ways with two different groups:

01. WITH LEADERS

Gather your leadership team and work together to define how you want your people to feel and not feel at work.

Then explore how you need to act as leaders to help your people experience and avoid those desired and undesired feelings.

02. WITH EMPLOYEES

Gather your employees and find out from them what they want to feel and not feel at work.


Discover your people's motivations and desires. Then help them explore how they need to behave to reinforce their desired feelings and avoid their undesired feelings.

©riders&elephants

Step-by-Step


There are nine steps to follow. You will complete some steps solo, and other steps as a group. Work through each step one by one. Carefully read the instructions on each step card before moving to the next.

01. FOR LEADERS



Layout and follow the two-tone pink & grey steps 1-3 cards.

02. FOR EMPLOYEES



Layout and follow the two-tone gold & grey steps 4-6 cards.

©riders&elephants

Step 01.

As a leader, ask yourself the following question:

How do we want our people to feel at work?

FOR LEADERS

©riders&elephants

Step 02.

Individually sort the black cards in your deck into two categories:

It's important our people feel this

Our success relies on people feeling this

FOR LEADERS

©riders&elephants

It's important our people feel this

FOR LEADERS

©riders&elephants

Our success relies on our people feeling this

FOR LEADERS

©riders&elephants

Step 03.

Individually reduce your 'Our success relies on people feeling this' cards down to your top 5.

Our success relies on our people feeling this

These are the top five things you want your people to feel at work

FOR LEADERS

We absolutely don't want our people to feel this

It's important our people don't feel this

(but they might from time-to-time)

Step 05.

Individually sort the white cards in your deck into two categories:

It's important our people don't feel this

We absolutely don't want our people to feel this

Step 04.

PART ONE: As a group share your top five 'Our success...' cards and discuss why you want our people to feel this way.

PART TWO: As a group reduce all your 'Our success relies on our people feeling' cards down to the top five.

At the end of this step you should have a final list of the five desired feelings you want people to experience at work

Step 09.

Individually complete the following exercises for each of the collective top five undesired feelings (white cards) and share your answers:

1. I know our people are feeling (insert feeling) if I see or hear...
2. To help our people manage and cope when they feel (insert feeling) we will need to...
3. Our people will feel (insert feeling) if we...

Finish each sentence above as many times as possible

Step 08.

Individually complete the following exercises for each of the collective top five desired feelings (black cards) and share your answers:

1. I know our people are feeling (insert feeling) if I see or hear...
2. To help our people feel (insert feeling) I will need to...
3. Our people will not feel (insert feeling) if we...

Finish each sentence above as many times as possible

Step 07.

PART ONE: As a group share your top five 'We absolutely don't want...' cards and discuss why you don't want people to feel this way.

PART TWO: As a group reduce all your 'We absolutely don't want...' cards down to the collective top 5.

At the end of this step you should have a final list of five undesired feelings you don't want people to experience at work

Step 06.

Individually reduce your 'We absolutely don't want people to feel this' cards to your top five.

We absolutely don't want people to feel this

These are the top five things you don't want our people to feel

©riders&elephants

FOR EMPLOYEES

My success relies on feeling this

FOR EMPLOYEES



©riders&elephants

FOR EMPLOYEES

I don't feel this

FOR EMPLOYEES



©riders&elephants

FOR EMPLOYEES

It's important I feel this

FOR EMPLOYEES



©riders&elephants

Step 05.

Individually sort the white cards in your deck into two categories:

I don't feel this

I don't want to feel this (but I might from time to time)

FOR EMPLOYEES



©riders&elephants

Step 02.

Individually sort the black cards in your deck into two categories:

It's important I feel this

My success relies on feeling this

FOR EMPLOYEES



©riders&elephants


Step 04.

As a group share your top five 'My success...' cards with the group and share why you want to feel this way.

Use this sentence to guide how you share why you want to feel this way:

"I want to feel this because..."

FOR EMPLOYEES




©riders&elephants

Step 01.

As an employee, ask yourself the following question:

How do I want to feel at work?

FOR EMPLOYEES



©riders&elephants


Step 03.

Individually reduce your 'My success relies on feeling this' cards down to your top 5.

My success relies on feeling this

These are the top five things you want to feel at work

FOR EMPLOYEES



©riders&elephants

FOR EMPLOYEES

I don't want to feel this

(but I might from time-to-time)

FOR EMPLOYEES

r.e

©riders&elephants

Step 06.

Individually reduce your *'I don't want to feel this but I might'* cards down to your top five.

I don't want to feel this
(but I might from time to time)

These are the top five things you don't want to feel

FOR EMPLOYEES

r.e

©riders&elephants

Step 07.

Share your top five *'I don't want...'* cards and discuss why you chose these undesired feelings.

Use this sentence to guide how you share why you don't want to feel this way.

"I don't want to feel this because..."

FOR EMPLOYEES

r.e

©riders&elephants

Step 08.

Individually complete the following exercises for each of your top five desired feelings (black cards) and share your answers:

1. I feel (insert feeling) when...
2. I will feel more (insert feeling) if...
3. I will not feel (insert feeling) if...

Finish each sentence above as many times as possible

r.e

©riders&elephants

Step 09.

Individually complete the following exercises for each of your top five undesired feelings (white cards) and share your answers:

1. I feel (insert feeling) when...
2. I will feel less (insert feeling) if...
3. I know others are feeling (insert feeling) if I see...

Finish each sentence above as many times as possible

r.e

©riders&elephants

Step-by-Step

There are nine steps to follow. You will complete some steps solo, and other steps as a group. Work through each step one by one. Carefully read the instructions on each step card before moving to the next.

Steps 1-5

FOR LEADERS

02.

FOR EMPLOYEES

Steps 1-9

Layout and follow the two-tone pink & grey steps 1-9 cards.

Layout and follow the two-tone gold & grey steps 1-9 cards.

r.e

©riders&elephants

Why emotion matters

Most organisations and leaders don't pay enough attention to how employees are or should be feeling. They underestimate how central emotions are to building the right culture and employee experiences.

Positive feelings influence satisfaction, connection, motivation, and engagement. They're associated with productivity, performance, and quality. Negative feelings usually lead to negative outcomes, poor performance, and high turnover.

Behavioural science tells us that emotion drives our behaviour. So when you understand and influence how your people feel, you can understand and influence their behaviour.

r.e

©riders&elephants

Designed by

riders&elephants

r.e

©riders&elephants



CONTROLLED

©riders&elephants



IMPATIENT

©riders&elephants



JUDGED

©riders&elephants



REBELLIOUS

©riders&elephants



AFRAID

©riders&elephants



INSULTED

©riders&elephants



CONFUSED

©riders&elephants



REACTIVE

©riders&elephants



CLOSED

©riders&elephants



EMBARRASSED

©riders&elephants



DISHEARTENED

©riders&elephants



UNCERTAIN

©riders&elephants



ALIENATED

©riders&elephants



BLOCKED

©riders&elephants



DIMINISHED

©riders&elephants



STUCK

©riders&elephants



ALONE

©riders&elephants



UNCARING

©riders&elephants



INCAPABLE

©riders&elephants



OVERWHELMED

©riders&elephants



UNCOMFORTABLE

©riders&elephants



INFERIOR

©riders&elephants



HESITANT

©riders&elephants



PARALYSED

©riders&elephants



DEFENSIVE

©riders&elephants



UNWELCOME

©riders&elephants



INSECURE

©riders&elephants



INTIMIDATED

©riders&elephants



RESTLESS

©riders&elephants



INTOLERANT

©riders&elephants



ANXIOUS

©riders&elephants



GUARDED

©riders&elephants



WELCOME

©riders&elephants



CARE

©riders&elephants



FREE

©riders&elephants



LOVE

©riders&elephants



APPRECIATED

©riders&elephants



COMPASSION

©riders&elephants



CONNECTED

©riders&elephants



OPEN-MINDED

©riders&elephants



KIND

©riders&elephants



FUN-LOVING

©riders&elephants



GRATEFUL

©riders&elephants



DELIGHTED

©riders&elephants



HUMBLE

©riders&elephants



UNCOMFORTABLE

©riders&elephants



NON-JUDGEMENTAL

©riders&elephants



JOY

©riders&elephants



RESTLESS

©riders&elephants



ATTENTIVE

©riders&elephants



CAREFREE

©riders&elephants



EMPATHETIC

©riders&elephants



EASYGOING

©riders&elephants



CURIOUS

©riders&elephants



LIGHTHEARTED

©riders&elephants



PLAYFUL

©riders&elephants



OPTIMISTIC

©riders&elephants



BRAVE

©riders&elephants



COURAGEOUS

©riders&elephants



CONFIDENT

©riders&elephants



REBELLIOUS

©riders&elephants



HELPFUL

©riders&elephants



THOUGHTFUL

©riders&elephants



EQUAL

©riders&elephants



ENERGISED

©riders&elephants



SPONTANEOUS

©riders&elephants



PROUD

©riders&elephants



SUPPORTED

©riders&elephants



INSPIRED

©riders&elephants



AT EASE

©riders&elephants

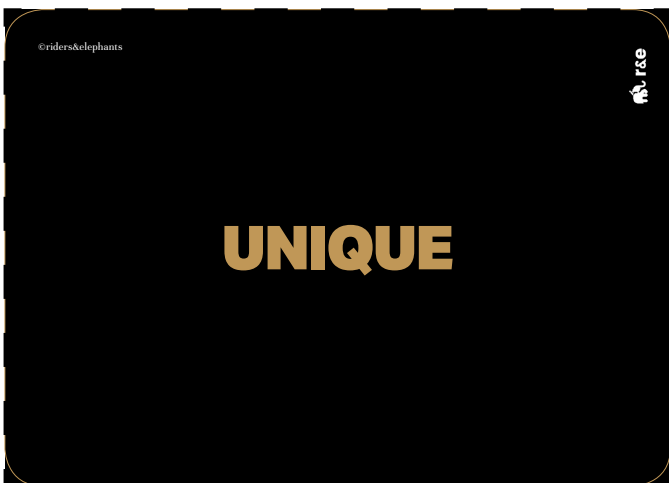
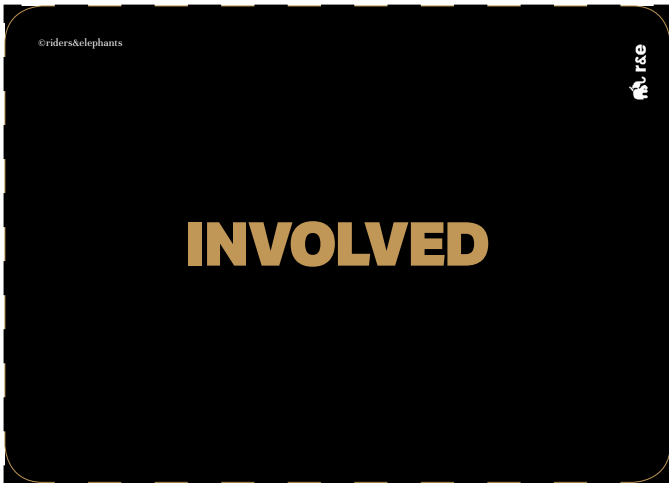
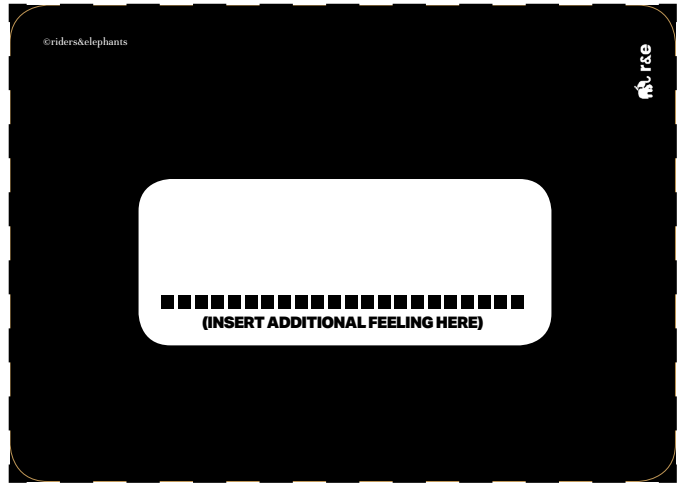
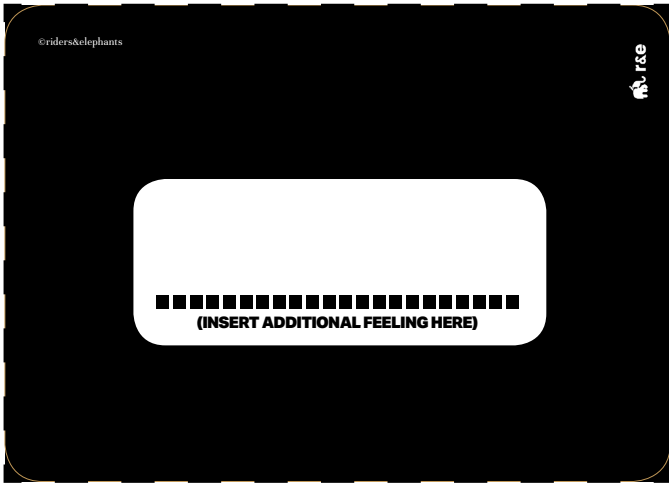


DARING

©riders&elephants



ENCOURAGED



**FOR THIS TO WORK PROPERLY,
YOU NEED AS MANY DECKS AS
PEOPLE IN THE ROOM. WHEN
EVERYONE HAS THEIR OWN
DECK, WE REMOVE GROUP
THINK AND ALLOW FOR
DIFFERENT WORKING STYLES.
THE MAGIC HAPPENS WHEN
YOU SEE EVERYONE'S CARDS
LAID OUT IN FRONT OF YOU!**

TERMS OF USE

Thanks for downloading The Emotional Culture Deck.

The Emotional Culture Deck_PDF
©riders&elephants Limited 2020 is free to use and share with whom you like.

These are the terms of the copyright:

Attribution: If you distribute or share our deck, or any material within it, in any medium or form, give us credit for the content and the process.

Noncommercial: You can't sell this deck or any derivative of this deck in any form or medium.

In return for us giving you this free download and using the PDF of The Emotional Culture Deck, you permit us to tell people that you've downloaded the deck, and if we think it's a cool story, we may publish your organisation logo, or post a story about your experience using the deck! We think it seems like a fair trade for us giving you our little deck of empathy for free :)

If you have any questions, please get in touch with:

riders&elephants Limited
c/o Jeremy Dean
Founder & Director
PO BOX 10107
Wellington
New Zealand
e: jeremy@ridersandelephants.com