

# LEAD WITH CULTURE

How culture drives business success...

**LV Hanson**

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A construction worker wearing a white hard hat with 'MGT' on it, safety glasses, and an orange jumpsuit with reflective stripes is working on a large, dark metal structure. The worker is holding a horizontal metal beam with both hands. The background shows a metal fence and some construction materials.

**“Construction is the toughest  
job you’ll ever love.”**



A photograph of a large-scale construction project along a waterfront. Several multi-story buildings are under construction, their frames covered in extensive scaffolding. Two large yellow tower cranes stand prominently against a cloudy sky. The foreground shows a dark body of water reflecting the scene. The text 'The Challenge: Attracting Top Talent' is overlaid in white, bold font in the center of the image.

# The Challenge: Attracting Top Talent





Procore related.

A wide-angle photograph of a modern, open-plan office. In the foreground, several people are seated at long wooden tables, some looking towards a large screen on the right wall. The screen displays a close-up of a man's face. In the background, more people are standing and working at desks. The office has a high ceiling with exposed ductwork and fluorescent lighting. The overall atmosphere is busy and collaborative.

**Procore had the same problem.**



A large crowd of people, mostly men, are gathered outdoors, likely at a conference or event. Many are wearing black t-shirts with a logo. They are all making hand gestures, possibly a "rock on" or "V" sign, and many have their arms raised. The crowd is dense and fills the entire frame. The text "Procore learned to use culture as a strategy." is overlaid in white, bold, sans-serif font across the middle of the image.

**Procore learned to use culture as a strategy.**



# What makes a company great to work for?

- + Trust
- + Pride
- + Camaraderie

Source - [www.greatplacetowork.com](http://www.greatplacetowork.com)



# PROCORE VALUES



**Ownership**

**Openness**

**Optimism**



# PROCORE PROMISES



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**Mastery**



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**Autonomy**



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**Purpose**

# PROCORE'S MISSION

"What we do..."

To connect everyone  
in construction on a  
global platform





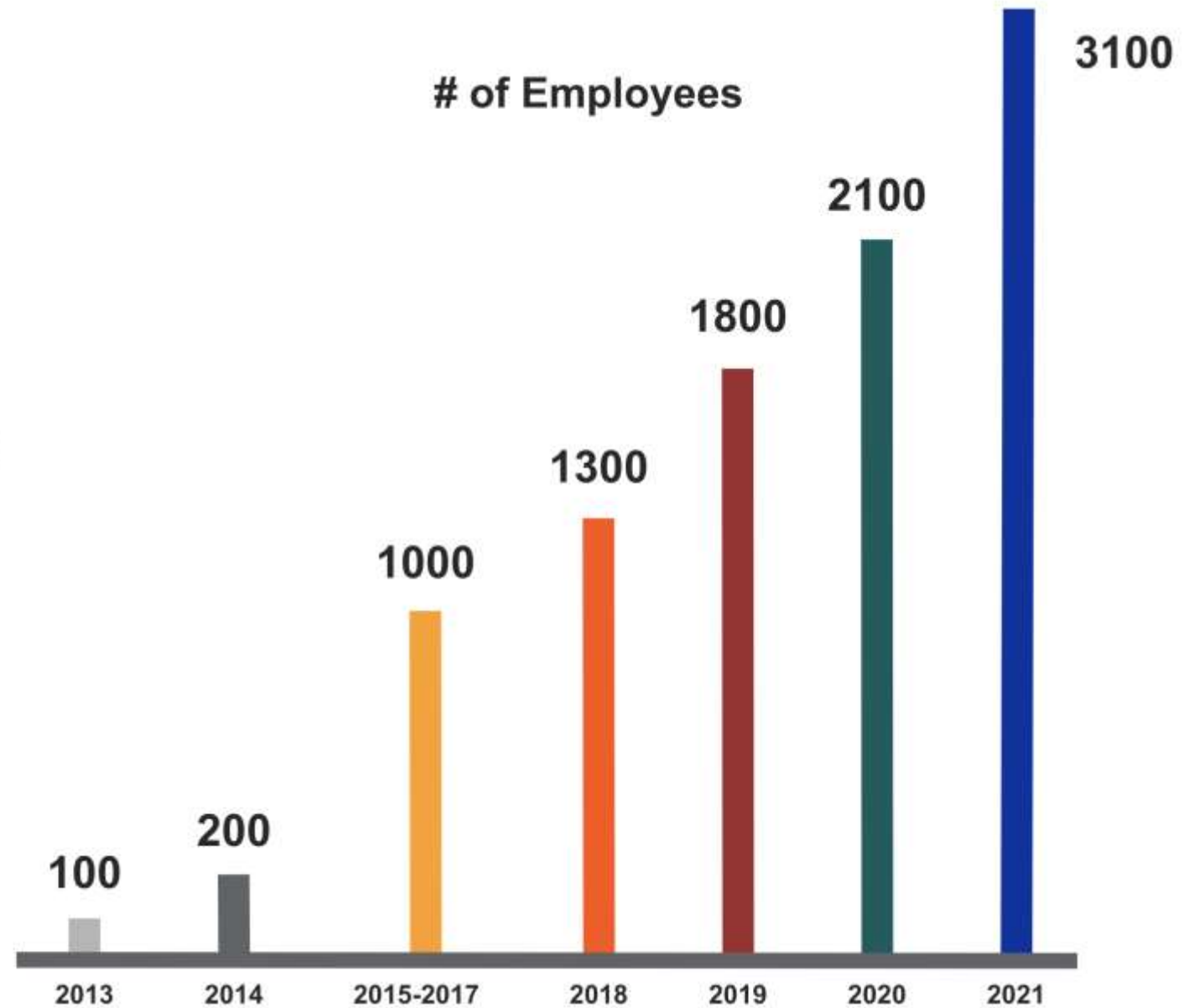
# PROCORE'S VISION

"Why we do it..."

To improve the lives  
of everyone in  
construction



**Procore attracted a lot of people.**







**Culture became Procore's  
competitive advantage.**

# Culture solved the challenge of attracting top talent:



**ATTRACTION**

(2014)



# Culture solved the challenge of generating revenue:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)

# Culture Drives Engagement



## Greater Profitability

Highly engaged teams show 21% greater profitability.



## The Best Work

Employees who feel heard are 4.6 times more likely to perform their best work.



## Better Performance

Companies with highly engaged workforces outperform their less-engaged peers by 147%



# Culture solved the challenge of driving high level performance:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



# Culture is helped us address the challenges of an unexpected pandemic:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)



# Culture is helping us address challenges of scaling globally as a public company.



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)



**IPO**

(2021)

# Culture is now part of our strategy to address key challenges.



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)



**IPO**

(2021)





# THE CULTURE FLYWHEEL

PROCORE Culture Academy



A photograph of construction workers on a site. In the foreground, a man wearing a dark hard hat with 'STILES CONSTRUCTION' and 'Invest-Build-Manage' on it, and a yellow safety vest over a dark shirt, is smiling. His shirt also has the 'STILES CONSTRUCTION' logo. Behind him, another man in a white hard hat with 'WV/5' on it and safety glasses is looking towards the camera. The background shows a chain-link fence and some construction equipment.

**How will you leverage culture as a strategy?**



A construction worker wearing a white hard hat with "MGT" on it, safety glasses, and an orange jumpsuit with reflective stripes is working on a large, dark metal structure. The worker is holding a horizontal metal beam with both hands. The background shows a metal fence and some construction materials.

**“Construction is the toughest  
job you’ll ever love.”**

# CULTURE AS A STRATEGY

**How will you leverage culture  
as a strategy to drive business success?**





# Thank You

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