



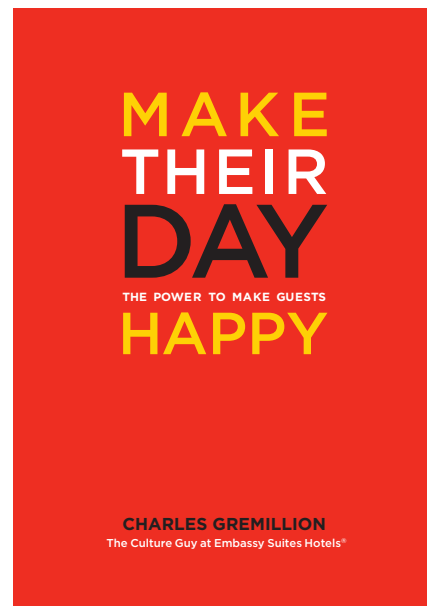
Culture Articulation

Writing a book on culture

Tribe works with Embassy Suites on a number of different culture tools. Every quarter, we produce a culture magazine that shares best practices, gives recognition to the company's top employees and features advice from leading General Managers – not to mention the feature articles, which cover a wide range of cultural topics.

In addition to the magazine, we also ghostwrite a weekly blog with high-level insights on culture. The blog provides an opportunity for meaningful conversations between the company's Director of Brand Culture and team members.

Recently, we released **Make Their Day: The Power to Make Guests Happy**, a book we ghostwrote for Embassy. The book covers a wide range of cultural topics, from leadership and engagement to recognition and personal development. Each chapter corresponds with a downloadable worksheet that guides people managers through exercises they can carry out with their team members that communicate a hard-to-define concept like culture in meaningful ways.



TRIBE

www.tribeinc.com

Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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