

# Known: Modular Culture Transformation for Health & Human Services

*A practical, modular way to build the culture your mission deserves, without slowing urgent work.*

## Our Mission

Known's mission is to help public-sector teams create workplaces where people and outcomes flourish. We equip leaders and staff with learning modules and simple, repeatable practices that turn values into daily behavior so that families and communities feel the difference in every interaction.

## Four Culture Modules: Contract One, Many, or the Full Suite

Known offers four LMS modules, each focused on a core culture value. Every module includes short, high-utility lessons, role-specific practice guides, and leader kits that make it easy to coach on the job. Agencies can adopt modules individually, combine two or three, or implement the complete set. Start where the need is greatest and add the rest as momentum grows.

- **Human-Centered:** Tools to help staff think through holistic, relational service. Staff learn to map customer experiences, remove friction and navigate difficult scenarios with empathy, and use plain-language commitments that restore dignity and clarity to face-to-face interactions.
- **Outcomes-Driven:** Aligns everyday work to a small set of meaningful, measurable results. Teams practice determining and tracking goals, running continuous quality checks, workshopping innovative ideas, and tracking meaningful progress so decisions move the needle.
- **Relationship-Focused:** Gives teams a common language for trust, candor, and alignment. Leaders learn to hold healthy one-to-ones, calibrate expectations, and resolve issues quickly without blame.
- **Hope-Centered & Trauma-Informed:** Builds resilience and safety in the workplace. Staff learn practical de-escalation, protective factors, and ways to recognize and grow hope for customers and for the workforce.

## Engagement Options: Sprint (1-2 Years) or Full Partnership (3 Years)

Every agency is at a different starting point. Known meets you there. Choose a one-year sprint to focus on a pressing priority, or a three-year partnership to embed culture change statewide. Both paths use the same DNA (short lessons, communities of practice, and transparent impact measurement) scaled to your timeline and capacity.

**1-2 Year Sprint:** Target one or two modules. Launch a learning cadence, establish core rituals (peer-led sherpa circles, culture summits, role-based bootcamps, and communities of practice) stand up a simple metrics dashboard, and coach supervisors to lead sustainable change. Great for pilots, high-need divisions, or budget windows.

**3-Year Full Partnership:** Roll out all four modules in waves. Certify internal facilitators, build thick communities of practice, and align onboarding, supervision, and performance conversations to the new culture. Designed for durable, system-wide adoption.

## **Beyond Content: We Build the Workflows That Make Culture Stick**

Training alone doesn't change culture. We translate each lesson into concrete routines that live in calendars and checklists — weekly team touchpoints, structured one-to-ones, quick service redesign sprints, and simple run-books for common scenarios. We help you name owners, set frequencies, and visualize progress so teams can self-manage. The result is material, sustainable change you can feel and measure.

### **Get Started**

Pick your module mix, choose sprint or full partnership, and we'll co-design a plan that fits your operations and budget. Known is built for real-world HHS work: fast to start, respectful of your team's time, and focused on the outcomes that matter.