Engaging Employees to Create an Organizational Culture Change
Agenda

- Evolution of Sway
- Implementation of Sway
- Sway Café
- Progression of Sway
- Q&A
Sway Evolution

2006
First program in NC

2013
Spread to 10 NC cities

2015
Legacy Continues

2018
Living the Salisbury Way
One Team + Sway = ONE TEAM
Implementation

Focus Group

Booklet Created

Initial Launch

Sway Cafe
Sway Café: Context
Sway Café: Space
Sway Café: Explore
Sway Café: Connect
The Salisbury Way is...

- Leading by example
- Service above self
- Doing what is right
The Salisbury Way will...

• Make our city a better place to work and therefore, a better place to live
• Build respect
• Demonstrate it is the right thing to do
Summary: Q3

We will become The Salisbury Way by...

• Leading by example
• Believing in it
• Making it contagious
Smile & Move
Sway Committees

COMMUNICATIONS
Develops, coordinates, and promotes engagement tools to amplify the Salisbury Way initiative.

EVENTS
Researches, organizes and implements events and activities that engage ALL employees.

INNOVATION
Encourages creative out-of-the box thinking that adds value to existing, as well as new, efforts.

SERVICE & RECOGNITION
Creates & enhances opportunities to recognize employees that exhibit the Salisbury Way.
Thank you

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