

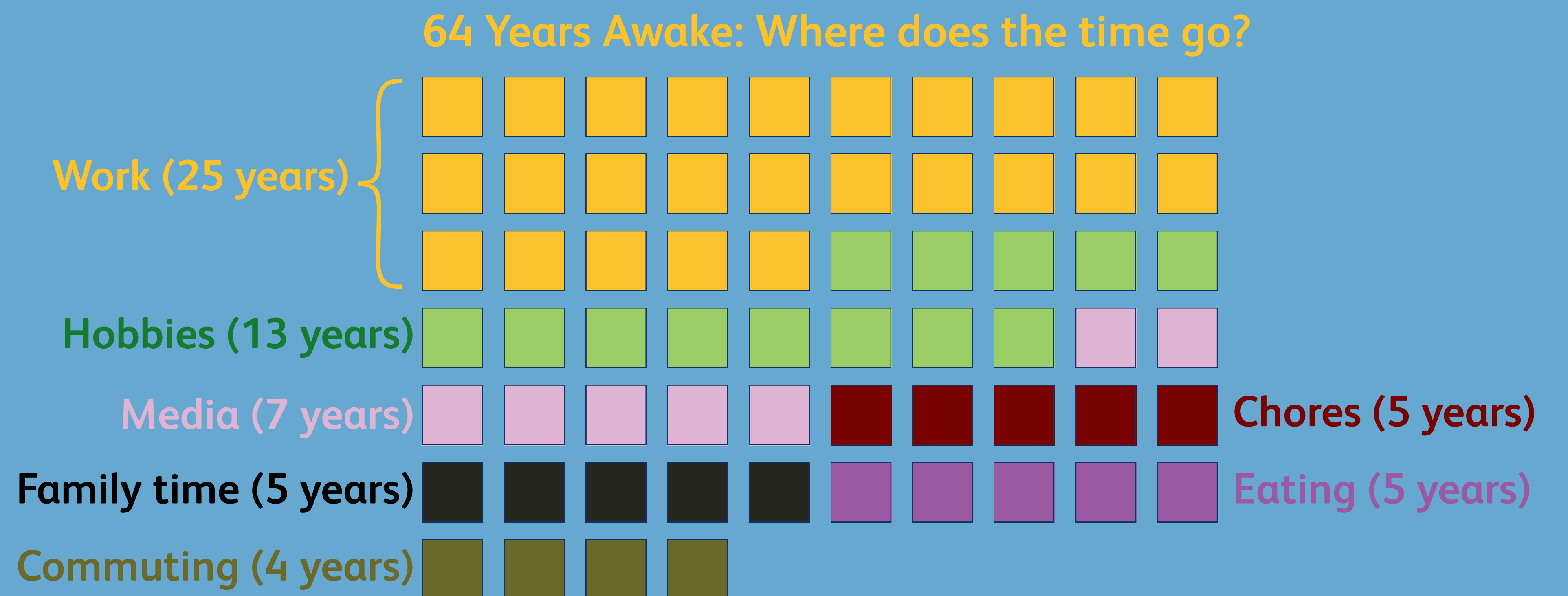
## You'll spend more of your waking life at work than with anyone else

Shouldn't it be somewhere you feel you belong?

In Switzerland, the average person between the ages of 20 and 84 will spend over **37% of their time awake working.**

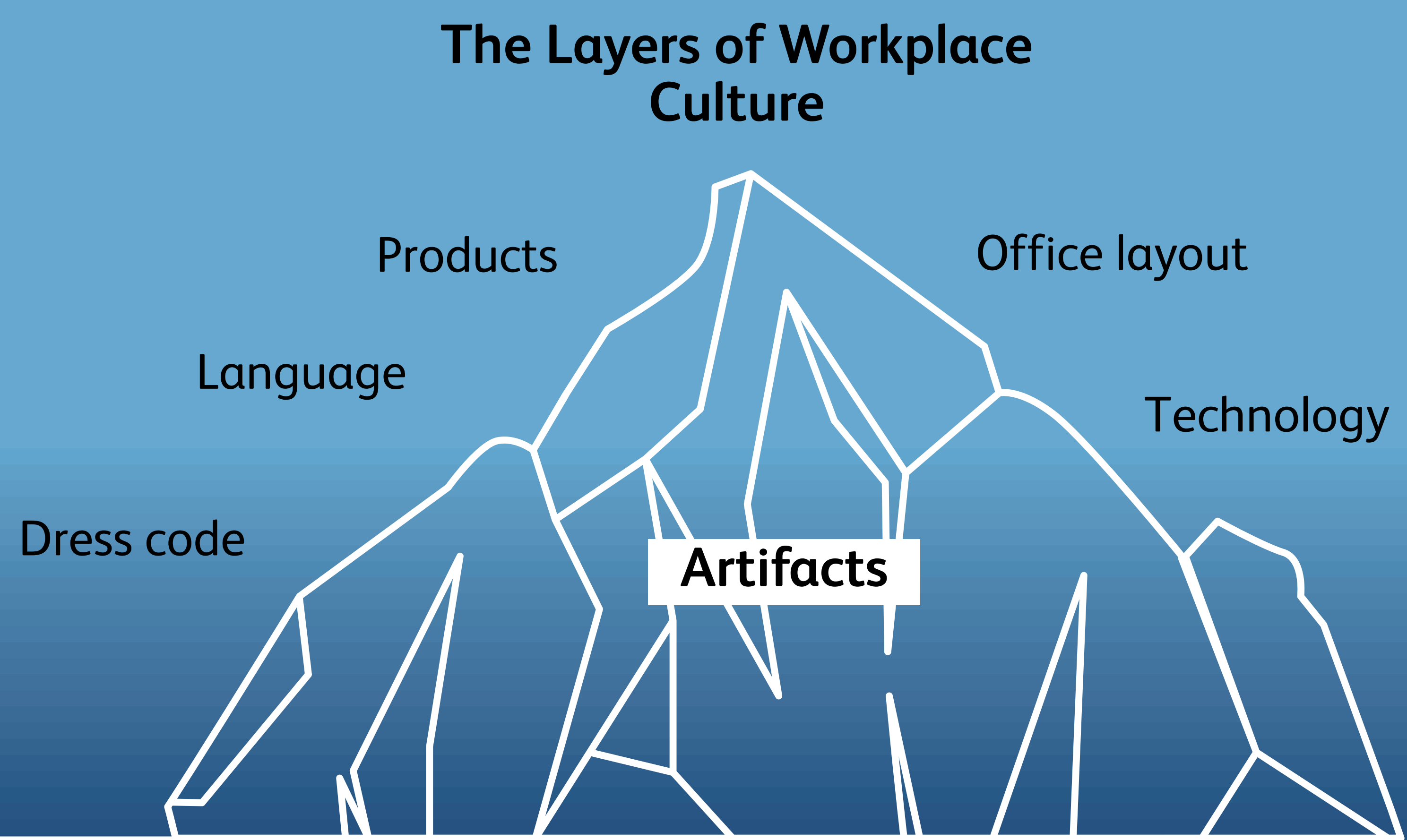
That's more time than we'll spend with family, friends, or even ourselves.

Work should be more than receiving a paycheck. It should feel like being part of something, the opportunity to contribute, and grow.



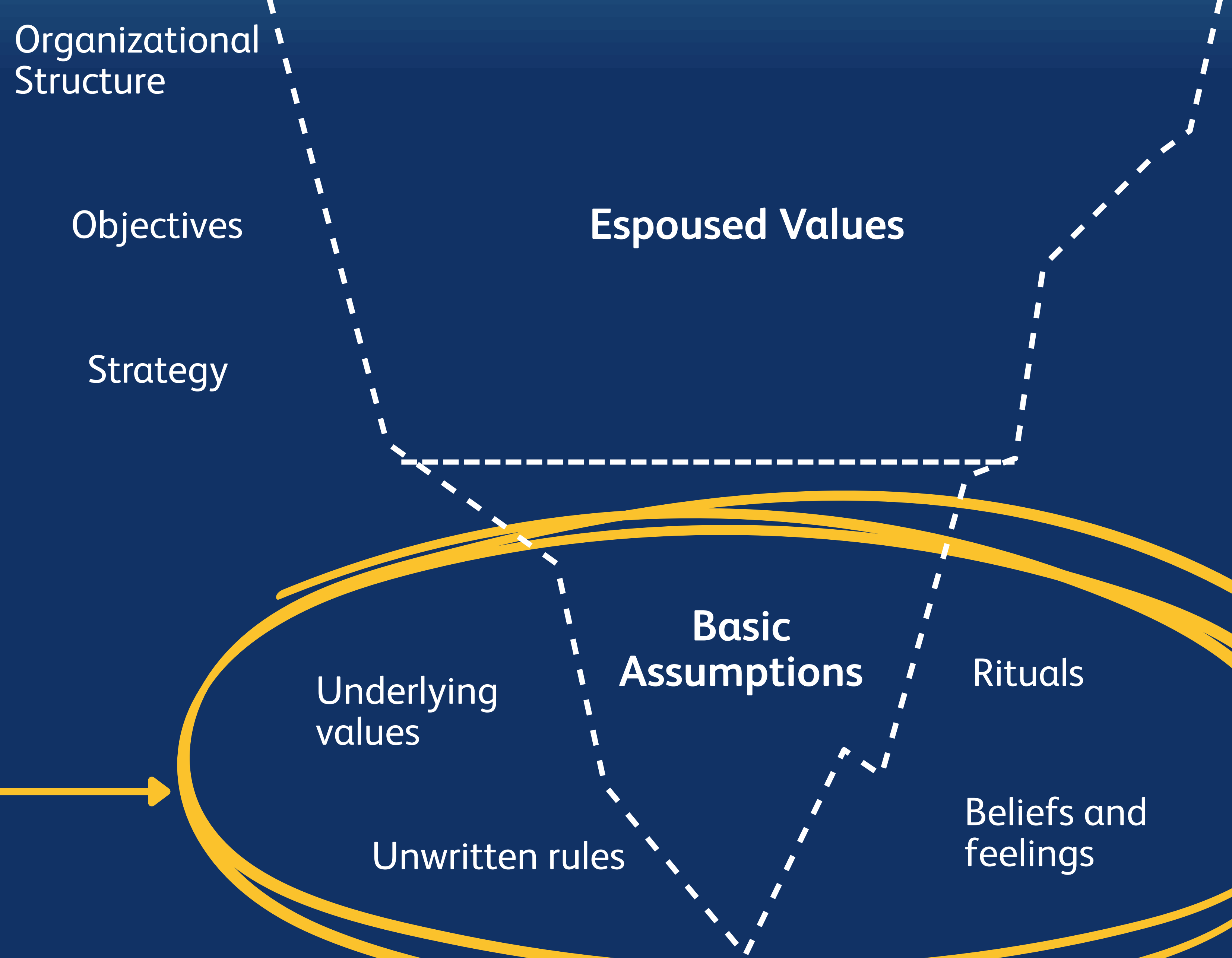
## The seen vs the unseen

You get a desk and an overview on "how things work", but what about the unwritten rules? Who gets heard? What's safe to say? Where does **belonging** come from?



## What Culture Really Looks Like

Most workplace culture lives beneath the surface: in values no one says out loud, behaviors everyone mimics, and assumptions no one questions.



If this is what culture truly is... how can we shape it?

## “Whether they want it or not organizations will always have a culture.”

If You Don't Shape Culture, It Shapes You

### The Cost of Ignoring Culture

When culture is left unmanaged, it doesn't disappear. It becomes fragmented, politicized, or invisible.

The costs are real for employees. Burnout, misalignment, frustration, and people wanting to leave the organization are some the symptoms observed during the research of my graduation project.

*People aren't bringing their best selves to work, and it's been a while.*  
— Interview quote



### Using Design to Shape Culture

Design can make culture feel more tangible, and shapeable.

It's about small, intentional moments designed together, something I explored as an intervention for my graduation project.

Through research and co creation with employees a framework was developed to facilitate employees to experiment team rituals, and co-create their own micro-cultures, which can be seen on the **table in front of you**.



### Trying to Read Culture

When you enter a new workplace, no one hands you the rules that matter most. The culture is in the subtle signals.

Here's what to look for:

- Who speaks, and who stays quiet?
- What happens when someone fails?
- Are people encouraged to question or conform?
- What rituals feel genuine?
- What is celebrated... and what's ignored?

Culture leaves clues. Start looking.

**“You'll spend a third of your waking life at work. What will you build while you're there?”**