

SILICON VALLEY AUTHOR AND CONSULTANT ISSUES 30-DAY CHALLENGE IN 4 SIMPLE STEPS TO BOOST YOUR COMPANY CULTURE

###For Immediate Release

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- *Culture Your Culture: Innovating Experiences @ Work* (Emerald) was published one year ago
- Co.-Design of Work Experience, the consulting firm founded by author Karen Jaw-Madson, issues a new 30-day challenge to mark the occasion
- Many of us want better cultures, but few know where to start. The challenge will kick off any organization on the path to a better future with 4 simple steps and zero budget.
- One company will be chosen at the end of the #CYC30DAYS to receive free books for their immediate team and an exclusive live webinar with Q&A

Co.-Design of Work Experience, the consultancy that empowers organizations to address dysfunction and supercharge healthy cultures, is pleased to announce the 30-day challenge (#CYC30DAYS). This coincides with and celebrates the one-year publication anniversary of *Culture Your Culture: Innovating Experiences @ Work* (Emerald Group Publishing, June 2018, <https://www.amazon.com/Culture-Your-Innovating-Experiences-Work/dp/1787438996>).

Karen Jaw-Madson, Columbia-educated organizational psychologist, former corporate executive, author of *Culture Your Culture* and principal of Co.- knows from experience that “Not everyone recognizes how culture influences the success or failure of their business, but those that do sometimes don’t know how to begin leveraging it. The #CYC30DAYS is the start they need.” It’s quick, easy, practical, requires zero budget, and can be initiated by anyone, regardless of role or level. Here’s how it works:

Week 1: Have a conversation with someone about your company culture. Come up with a proposition that finishes, “How might we...?”

Week 2: Find a collaboration partner to research and/or generate ideas for your “How might we...?” proposition.

Week 3: Test one idea out and refine or enhance it based on your learning.

Week 4: Share what you did with another group and answer the question, “What next?”

Participating teams are encouraged to engage on social media throughout their 30-day challenge using #CYC30DAYS and enter the giveaway via a short form on (<https://www.designofworkexperience.com/30daychallenge.html>).

After June 30, 2019, one company will be chosen to receive an exclusive live webinar w/Q&A delivered by the author, Karen Jaw-Madson and up to five (5) free copies of *Culture Your Culture* for their immediate teams (combined value of \$2000).

Culture Your Culture: Innovating Experiences @ Work (Emerald Group Publishing) was released in June 2018 to fill a void among work culture books. Where most created aspirational archetypes or presented one company case studies with “how we did it,” CYC provided the much needed step by step how-to for designing, implementing, and sustaining culture through employee experiences. Tapping into human-centered design, interdisciplinary innovation concepts, and other research, Design of Work Experience (DOWE) partners employees and their employers in unprecedented ways to co-create solutions and differentiating experiences that are customized, relevant, and profoundly impactful to the organizations for which they are intended-all while building employee engagement, learning agility, and capability. The book is available on Amazon (<https://www.amazon.com/Culture-Your-Innovating-Experiences-Work/dp/1787438996>) or the Emerald Bookstore (<https://books.emeraldinsight.com/page/detail/Culture-Your-Culture/?k=9781787438996>)

Author and organizational expert Karen Jaw-Madson enjoyed success as a corporate executive before pursuing a ‘portfolio career’ comprised of research, writing, consulting, teaching/speaking, and creative pursuits. As a versatile leader across multiple industries, Karen developed, led, and implemented numerous organizational initiatives around the globe. Today, this East Coast transplant to Silicon Valley (via Ireland and the Midwest) is principal of Co.-Design of Work Experience, where she enables organizations with innovative approaches and customized solutions for intimidating challenges. Focus areas include culture, organizational change, and people strategies. Her book, [Culture Your Culture: Innovating Experiences @Work](#) (Emerald Group Publishing) was released in June, 2018. She has a BA in Ethnic and Cultural Studies from Bryn Mawr College and a MA in Social-Organizational Psychology from Columbia University.

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Karen can be seen on platforms such as Inc.com, Fast Company, HR People + Strategy, and (coming soon) on Thrive Global. To learn more about her, Co.-Design of Work Experience, Culture Your Culture, or Design of Work Experience, visit www.designofworkexperience.com

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