

# LEAD WITH CULTURE

How culture drives business success...

**LV Hanson**

SVP, Culture & Leadership Consulting, JLL



A construction worker wearing a white hard hat with 'MGT' on it, safety glasses, and a bright orange high-visibility jumpsuit is working on a large, dark metal structure. The worker is wearing yellow work gloves and is focused on a task. The background shows a metal fence and some construction materials. The overall scene is industrial and gritty.

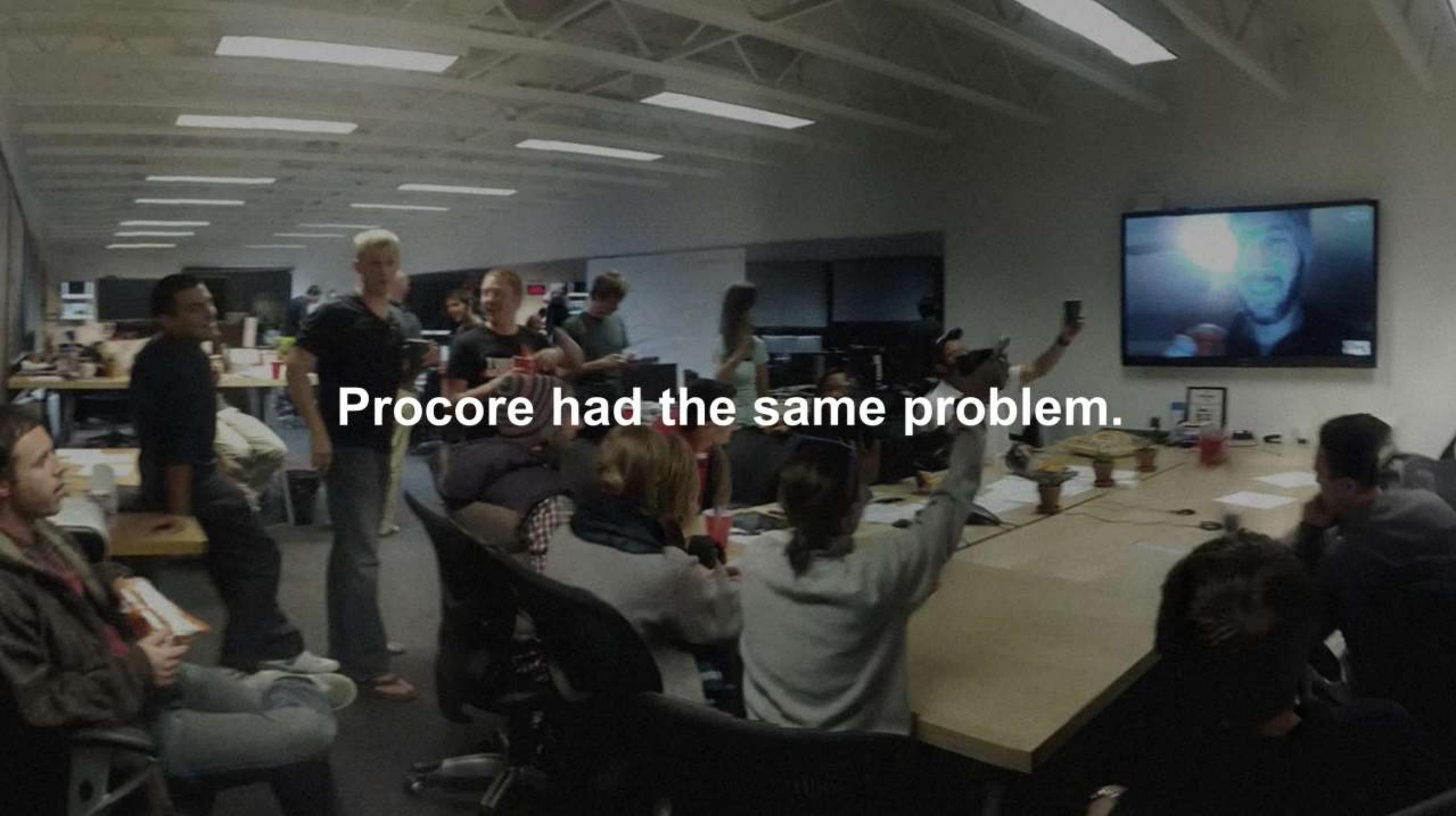
**“Construction is the toughest  
job you’ll ever love.”**



# The Challenge: Attracting Top Talent

A construction worker is shown from the chest up, wearing a white hard hat, clear safety glasses, and a high-visibility yellow and orange safety vest over a grey t-shirt. He is holding a yellow bag or piece of equipment. The background consists of a dark, industrial metal structure, possibly scaffolding or rebar, with a blurred figure of another person in the distance. The lighting is dramatic, highlighting the worker's face and gear.

**Procore related.**

A large, modern office meeting room with a long, light-colored conference table. Several people are seated around the table, some looking towards a large screen on the wall. The screen displays a close-up of a man's face, possibly a video call or a presentation slide. The room has a high ceiling with recessed lighting. The text "Procure had the same problem." is overlaid in white on the image.

**Procure had the same problem.**

A large, dense crowd of people, likely at a Procore event, is shown from an elevated perspective. Many individuals are wearing black t-shirts with a logo, and a significant number have their hands raised in the air, suggesting a celebratory or interactive atmosphere. The text "Procore learned to use culture as a strategy." is overlaid in white on the center of the image.

**Procore learned to use culture as a strategy.**

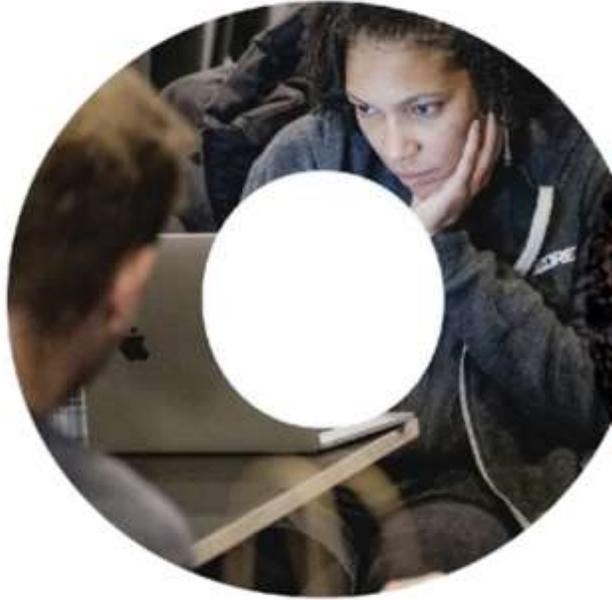
# What makes a company great to work for?

- + Trust
- + Pride
- + Camaraderie

Source - [www.greatplacetowork.com](http://www.greatplacetowork.com)



# PROCORE VALUES



**Ownership**



**Openness**



**Optimism**

# PROCORE PROMISES



**Mastery**



**Autonomy**



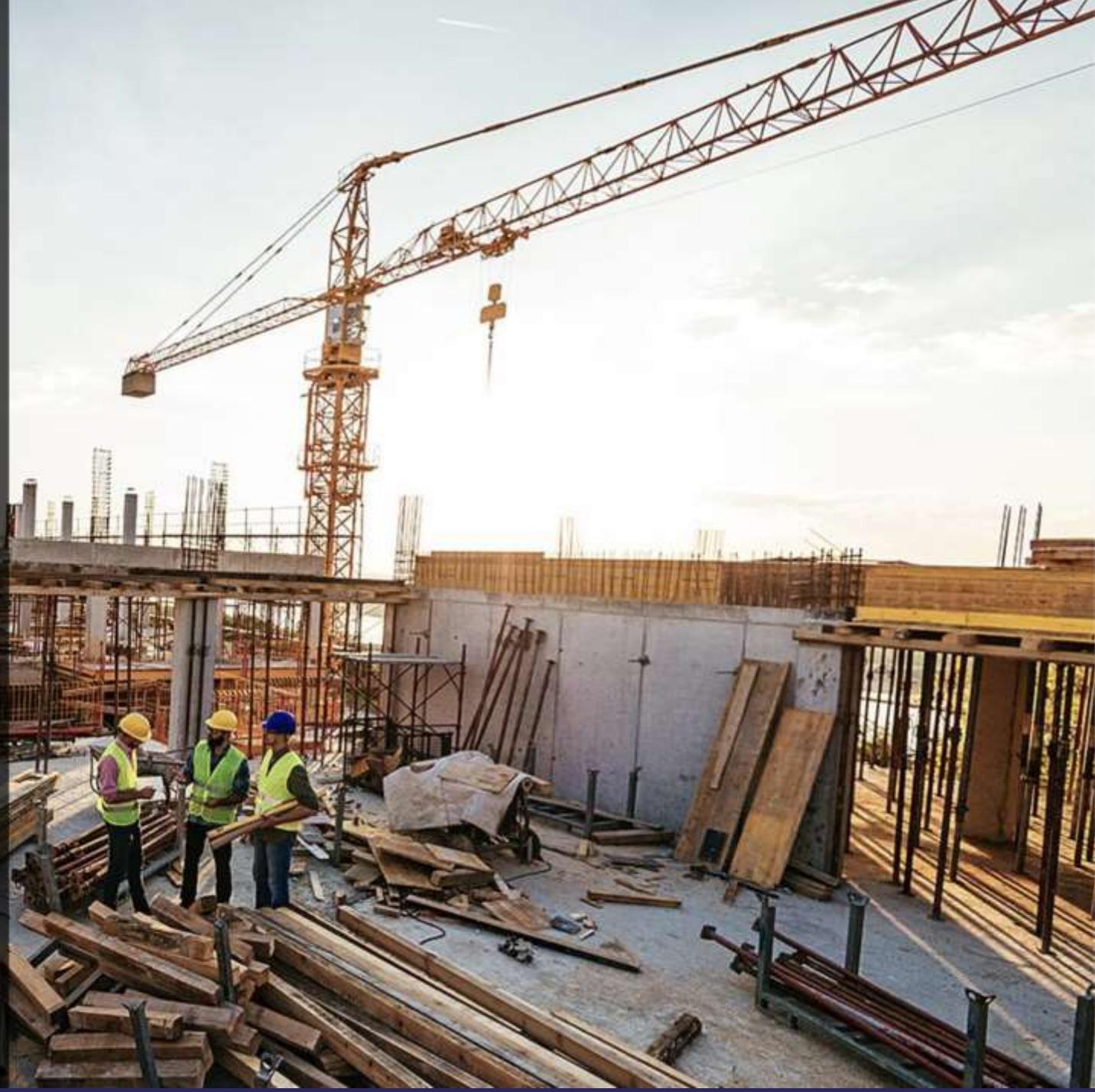
**Purpose**

# PROCORE'S MISSION

"What we do..."

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To connect everyone  
in construction on a  
global platform



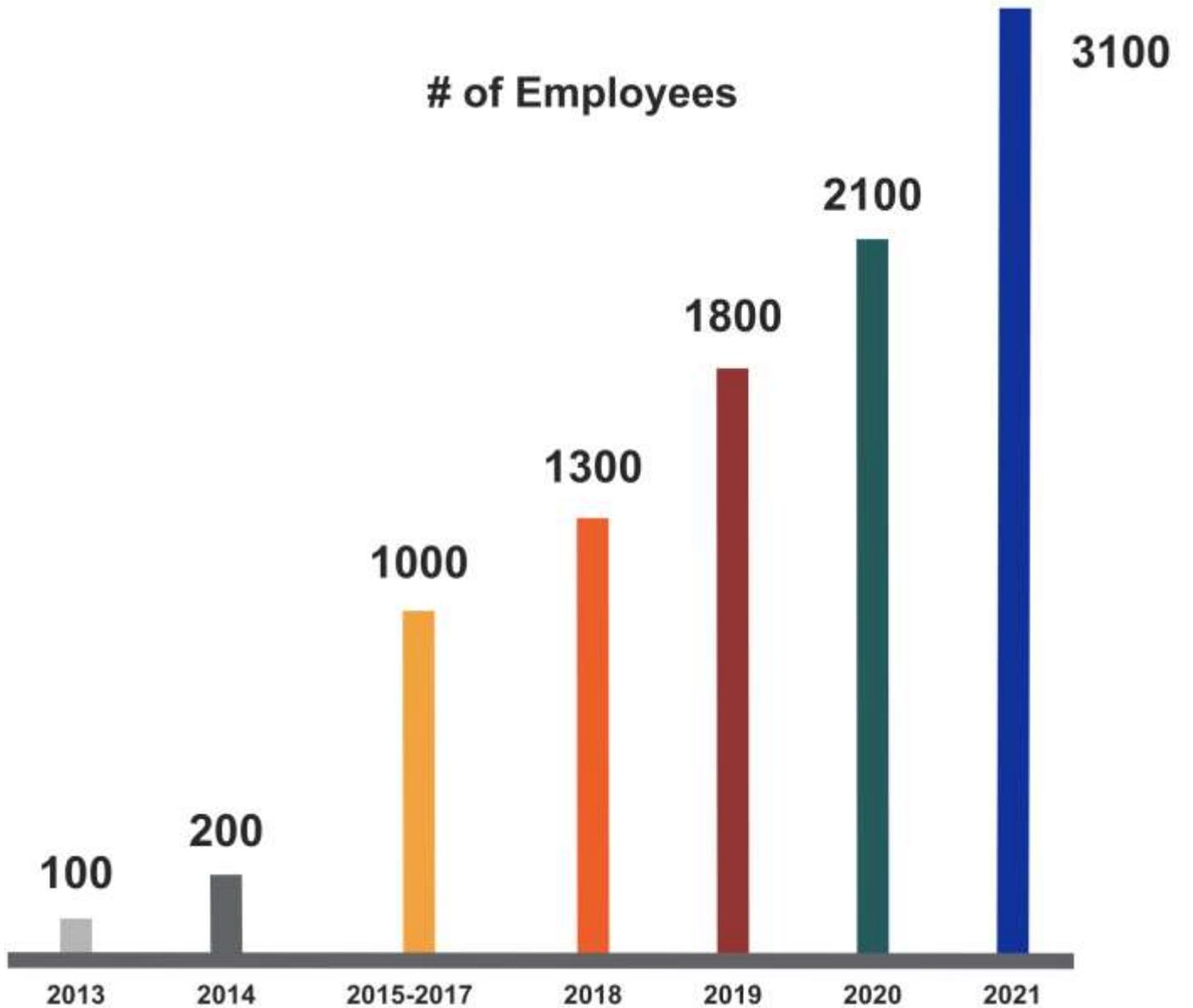
# PROCORE'S VISION

"Why we do it..."

To improve the lives  
of everyone in  
construction



**Procore attracted a lot of people.**





**Culture became Procore's  
competitive advantage.**

# Culture solved the challenge of attracting top talent:



**ATTRACTION**

(2014)

# Culture solved the challenge of generating revenue:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



# Culture Drives Engagement



## Greater Profitability

Highly engaged teams show 21% greater profitability.



## The Best Work

Employees who feel heard are 4.6 times more likely to perform their best work.



## Better Performance

Companies with highly engaged workforces outperform their less-engaged peers by 147%



# Culture solved the challenge of driving high level performance:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



# Culture is helped us address the challenges of an unexpected pandemic:



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)

# Culture is helping us address challenges of scaling globally as a public company.



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)



**IPO**

(2021)

# Culture is now part of our strategy to address key challenges.



**ATTRACTION**

(2014)



**CULTURE = \$\$\$**

(2017)



**EXECUTION**

(2019)



**COVID-19**

(2020)



**IPO**

(2021)



# THE CULTURE FLYWHEEL

PROCORE Culture Academy





**How will you leverage culture as a strategy?**

A construction worker wearing a white hard hat with 'MGT' on it, safety glasses, and a bright orange high-visibility work suit is working on a large, dark metal structure. The worker is holding a horizontal metal bar with both hands, which is part of a larger assembly. The background shows a metal railing and a blurred industrial setting. The text '“Construction is the toughest job you’ll ever love.”' is overlaid in white on the image.

**“Construction is the toughest  
job you’ll ever love.”**

# CULTURE AS A STRATEGY

How will you leverage culture  
as a strategy to drive business success?



# Thank You

LV Hanson

JLL

SVP, Culture & Leadership Consulting

lv.hanson@jll.com

