



# **BELONGING** AND HOW WE CREATE IT

**DESIGNUS**  
A CULTURE PROJECT

CREATED BY DIMALANTA DESIGN GROUP



***People across the nation and across the world are burned out, exhausted, and depressed. And the talent revolution (aka the great resignation) is perhaps the best evidence things are far from ideal in the world of work.***

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**FORBES**



According to a recent Forbes article, *“People across the nation and across the world are burned out, exhausted, and depressed. And the talent revolution (aka the great resignation) is perhaps the best evidence things are far from ideal in the world of work.”* The major reason for this burnout phenomenon, according to the text, is a lack of social connection and belonging in the workplace. Forbes lists a few of the ways organizations can prevent burnout.

#### FORBES' LIST:

- Create Meaning
- Create Belonging
- Create Leadership
- Create Support
- Create Perspective

(Tracy Brower. “Burnout is a Worldwide Problem: 5 Ways Work Must Change.” Forbes, Forbes Magazine, July 24, 2022. <https://www.forbes.com/sites/tracybrower/2022/07/24/burnout-is-a-worldwide-problem-5-ways-work-must-change/?sh=762484f86c1e>)

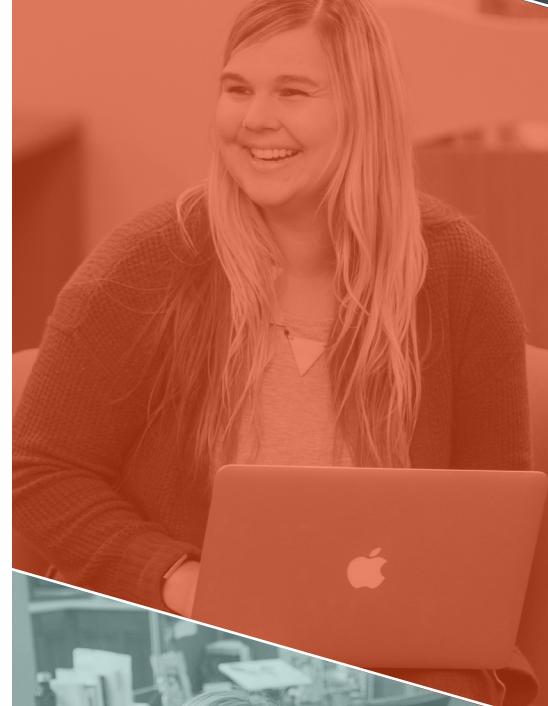
Dysfunction in the workplace including burnout is the core reason we created our DesignUs culture training program. We're a marketing firm, but we've learned through experience that we can't just stick to marketing and fully service our clients. Our clients need more. We can plaster a sleek logo on the face of an organization and create a deeply intuitive narrative. But, if the culture of the organization doesn't change, the potential for success is limited – even with stellar marketing. Work culture affects marketing as much as it affects burnout. However, when people become more *human* and more *connected* at work in psychologically safe environments, organizations discover the most potent brand narrative, the most effective marketing strategies, and the highest return on investment they've ever seen.

#### WHAT'S GOOD FOR PEOPLE IS GOOD FOR ORGANIZATIONS AND VICE VERSA.

Through our DesignUs training, we'll create opportunities for staff to discover belonging and grow their self-awareness. We'll support leadership by uncovering root issues and solutions for navigating them. We'll give organizations tools for raising up leaders and inspiring meaningful environments where new ideas spark to life. Burnout is less likely to happen under these conditions saving organizations time, money, and stress.

#### ONE THING WE DO WANT TO NOTE...

Unveiling the ways the environment and staff need to shift in healthy directions will also reveal those who aren't ready for the shift. As leaders, *you* have to be ready for this. Leaders can do everything in their power to create opportunities for growth and belonging, but if an individual isn't open to the work, they will struggle and leaders will struggle to keep them on staff. The outcome was probably inevitable, but culture training can often be the tipping point. Culture work will either heal the connection between leaders and staff or help leaders garner the courage to let go.





Either way, by developing culture, organizations become stronger, long-term. The staff members who bravely absorb this work will be rock stars driving missions to new heights and making everyone better in the process. And a few staff might say goodbye – that’s okay too.

## IN CONCLUSION

Our world deserves resounding wins from organizations and brave leaders who will lead them. The beginning of a great organization in today’s climate starts with its people and its values. What do you have to lose? Well, our simple answer to that question is nothing but your fear. At Dimalanta, we want to help individuals and brands discover who they are, how they work together, and what profound thing they will do in the world next.

*“Integrity is choosing courage over comfort; it’s choosing what’s right over what’s fun, fast, or easy; and it’s practicing your values, not just professing them.”*

Brene Brown, *Dare to Lead*

Belonging and a stronger organization are just around the corner. **We can’t wait to get started.**

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**BRENE BROWN, *DARE TO LEAD***





SO THEN, LET US PURSUE WHAT PROMOTES  
PEACE AND WHAT BUILDS UP ONE ANOTHER.  
ROMANS 14:19

