



The Emotional Culture Deck Masterclass

Course Syllabus



riders&elephants

Everyone deserves to be heard

We all have within us the means to redesign our lives. But sometimes we lack the means to express what we're experiencing. riders&elephants is the world's leading prompted conversation starter. Our powerful tools and games give people the words they need to shift work cultures, change the experiences for customers and articulate what wellbeing means personally.

Revolutionise the way you lead people and change culture.

Dear fellow learner,

Creating a positive emotional culture within an organisation is not always easy, but I know it's one of the most critical things we can do to drive success in our workplaces.

Through this Masterclass, you'll gain a deep understanding of the role of emotions in organisational culture and learn how to use The Emotional Culture Deck as a powerful tool for assessment, planning, and improvement. Not only will you be equipped with the skills and knowledge to create positive change in your organisation, but you'll also be joining a powerful global community of like-minded individuals who are committed to understanding emotions, managing them, and using them to drive success.

Being part of this community means accessing ongoing support, resources, and opportunities for growth and connection. It's not just about gaining knowledge, it's about being part of a movement of change-makers dedicated to creating positive emotional cultures and making a meaningful impact in the world.

Taking the next step in your leadership journey can be daunting, but I want you to know that you're not alone. You will be surrounded by like-minded people on the same journey every step of the way, and together we'll humanise the workplace.

If you're ready to take the leap and begin your Emotional Culture Deck learning journey, I invite you to consider joining us on the ECD Online Masterclass.

Have fun,
Jeremy

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**The ECD Masterclass
helps leaders create a
culture where emotions
drive success.**

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Transform your leadership and culture on your schedule with our 90-day, self-paced ECD Online Masterclass

The ECD Online Masterclass is an interactive, hands-on learning journey that immerses you in the philosophy of "learn by doing". Our approach focuses on three key ways of engagement: See, Play & Share.

You'll observe expert facilitators in action, roll up your sleeves, actively engage with The Emotional Culture Deck, and share your reflections, learnings and ideas with your peers.

This interactive, online environment is designed to help you understand and retain new knowledge while fostering empathy for those you lead and creating culture with in the future.

Our students, graduates and people who play The ECD are from global organisations like these:



Course Commitment:

Dedicate 4-5 hours of learning over 90 days to revolutionise your leadership and culture. The ECD Online Masterclass is a self-paced course, which means you complete it in your own time and your own pace. of active engagement and learning, with optional live meetups with experts for added insights.

After this course, you'll be able to:

- Transform your workplace or client's workplace culture by leveraging the power of emotions for breakthrough results
- Facilitate the #1 game in the world for workplace culture to assess and improve the emotional culture within your team or organisation
- Use The Emotional Culture Deck as a powerful tool for diagnostic, planning, communication, training, and reference purposes
- Join a global community of ECD Practitioners and continue to learn and grow in the field of emotional culture. You'll be equipped to drive real change and make a difference in how people work and interact within the workplace.

Deadline:

Visit for course details:
<https://www.ridersandelephants.com/emotional-culture-deck-online-masterclass-course>

Course Stats:

87% of people who register for our course complete the Masterclass.

While the industry average online course completion rate is only 5% - 15%, – which illustrates the success of our Masterclass course experience.

When people start this journey, they commit to finishing it!

"This course gave me not only a practical understanding of what the deck is, but a deep fluency with how powerful it can be in transforming teams and cultures if used in thoughtful and strategic ways "

- Andrew B

Masterclass Course Structure:

The course is divided into two parts:

1. Required Online Learning, and
2. Optional Live Meetups.

Required Online Learning is self-paced and on-demand. It's 4-5 hours of learning, comprising 11 video lessons that guide you through the fundamentals of emotional culture and how to use The ECD. To receive your Accreditation, you must complete all sections within 90 days.

The **Optional Live Meetups** are a bonus opportunity to connect with other learners, experiment with the game, and ask questions. Led by Elephant Rider Mentors who are ECD Certified Consultants, these live sessions provide a unique chance to dive deeper into what you learn on the Masterclass and explore additional resources and ideas with your cohort.

"The great thing about The Emotional Culture Deck is that the conversations get deep very fast. The depth of sharing is remarkable and results in transformative conversations. If you want your people to be more of themselves at work and know what they need to be successful, then you need to play this game." – Rosalinda B

Accreditation:

Upon completing the Masterclass, you gain a globally recognised certification as an ECD Qualified Practitioner aka Elephant Rider

"The course and the community around it really opened my eyes to how a deceptively simple 'card game' can open up deep conversations and connections." - Anna T

Most common course graduate job titles:

Team Leader, HR Manager, Leadership Consultant / Coach, CEO / Founder, Small Business Owner, Project Manager, Vice President, Learning and Development Manager, Freelancer, Agile Leader, Head of Organisational Development, Manager Learning and Talent

Contact:

team@ridersandelephants.com



Emotional culture is shaped by how all employees—from the highest echelons to the front lines—comport themselves day in and day out. But it's up to senior leaders to establish which emotions will help the organization thrive, model those emotions, and reward others for doing the same. Companies in which they do this have a lot to gain.



**Sigal Barsade,
Professor of Management at Wharton**

Emotional Culture vs Workplace Culture: Understanding the Connection

We get asked a lot about the difference between emotional culture and workplace culture and why the distinction matters.

Why do most leaders, coaches and consultants ignore one-half of the 'culture equation' – emotional culture? Why do most organisations and leaders underestimate the power of emotions in the workplace, neglect emotional intelligence, and instead focus on hygiene corporate values to influence how their people behave?

Emotional culture and workplace culture are interconnected, as employees' emotions significantly impact the overall culture of an organisation. But what exactly is the difference between emotional and workplace cultures, and how do they intersect?

Workplace culture is made up of both emotional culture and cognitive culture as Sigal Barsade and Mandy O'Neil refer to it. Cognitive Culture is the shared intellectual beliefs

behaviours, and norms that shape how people interact and work together within an organisation. It includes things like the organisational structure, leadership style, communication patterns and strategies.

A positive workplace culture is inclusive, supportive, and collaborative and where employees feel valued and engaged.

Emotional culture, on the other hand, refers to an organisation's emotional atmosphere or tone. It includes things like employees' shared affect, emotional intelligence and emotional awareness, the level of emotional support and empathy among employees, and how emotions are expressed and managed in the workplace.

A positive emotional culture is one where individual and shared emotions are recognised and valued as an essential aspect of the work experience.

The intersection of emotional culture and cognitive culture is complex and multifaceted. A positive emotional culture can help to create a more positive cognitive culture, as it fosters trust, understanding, and collaboration among employees. Similarly, a positive workplace culture can help to create a more positive emotional culture, as it promotes a sense of belonging and support among employees.

To create a positive emotional culture in the workplace, it's important to encourage the labelling of emotions, open sharing of those emotional experiences, promote emotional intelligence and emotional awareness, and foster a sense of empathy and understanding among employees. It's also important to create a safe and supportive environment where emotions can be expressed and managed in a healthy and constructive way.

“Just like other aspects of organisational culture, emotional culture should be supported at all levels of the organization.

The role of top management is to drive it. Leaders are often insufficiently aware of how much influence they have in creating an emotional culture.” – Sigal Barsade

We designed The Emotional Culture Deck to help leaders, coaches and consultants unlock people's full potential and develop emotional intelligence – it's a fun and engaging tool that improves emotional awareness and management skills, leading to personal growth and increased self-awareness.

The ECD Masterclass includes dozens of stories, lessons, activities and examples designed to help individuals and teams build their emotional intelligence and awareness.

By completing The ECD Online Masterclass, you'll take your first step to mastering The fundamental ways to use the ECD deck with individuals and teams to help people better understand and manage their own emotions, as well as the emotions of others.

What's included in The ECD Online asterclass



The Emotional Culture Deck Solo Pack (Value 99 USD)



Access to our online Elephant Rider Community



11 core video lessons (plus bonus tips and the most recent ECD case study videos)



ECD Qualified Practitioner Certificate



Downloadable Course Workbook and The Emotional Culture Deck Online Starter Kit



Applied learning from ECD Certified Consultants



Support from Elephant Rider Mentors, experts in The Emotional Culture Deck



Optional Masterclass Meet-Ups with course peers guided by our Mentors



14 ECD Downloadable Resources



Meet Your Instructor

Join ECD creator Jeremy Dean and a team of expert ECD Certified Consultants to unlock breakthrough results in leadership and culture, drawing on their wealth of experience leading hundreds of Emotional Culture Deck workshops globally across key industries.



**ECD Masterclass
Instructor**

Jeremy Dean

Founder of The Emotional Culture Deck and riders&elephants

Jeremy Dean is the Master Game Maker and founder of riders&elephants. In 2016 he designed The Emotional Culture Deck and has gone on to make waves in the world of emotional culture.

With a unique approach that uses play to foster vulnerability and craft emotional culture in workplaces, Jeremy has inspired over 400,000 people globally across 50+ countries to express themselves and tap into their emotions to shift challenges and shift behaviours and cultures.

His methods have created a profound impact in workplaces, schools, and community organisations and have been played in some of the world's most well-known companies, such as Amazon, Walt Disney, Airbnb, Canva, Netflix, Coca-Cola, Toyota and many more.

Jeremy's work helps people speak their truth. He's on a mission to humanise the places we all work.

Bonus Learning with Expert ECD Mentors



Bonus live learning from a team of ECD Certified Consultants who are experts in emotional culture. Through live, interactive Masterclass Meetups, you'll play with The ECD, learn new activities, and have the opportunity to ask questions. This is all in addition to your self-paced online learning, it's a unique chance to understand and apply emotional culture in the workplace truly.

Your Course Cohort



Learn alongside a global community of hundreds of leaders and from around the world. You will have the opportunity to build your professional network by making valuable connections as you learn to humanise the places we work using The ECD.

What others are saying



"ECD Masterclass is an absolute game changer. I love the fact that is it online as you can break your learning into 1 hour sessions and then reflect between sessions over a couple of days. In an all day in person course, you don't necessarily get the opportunity to learn at your own pace and reflect. The course is incredibly inspiring and the most engaging course I have ever been on!"



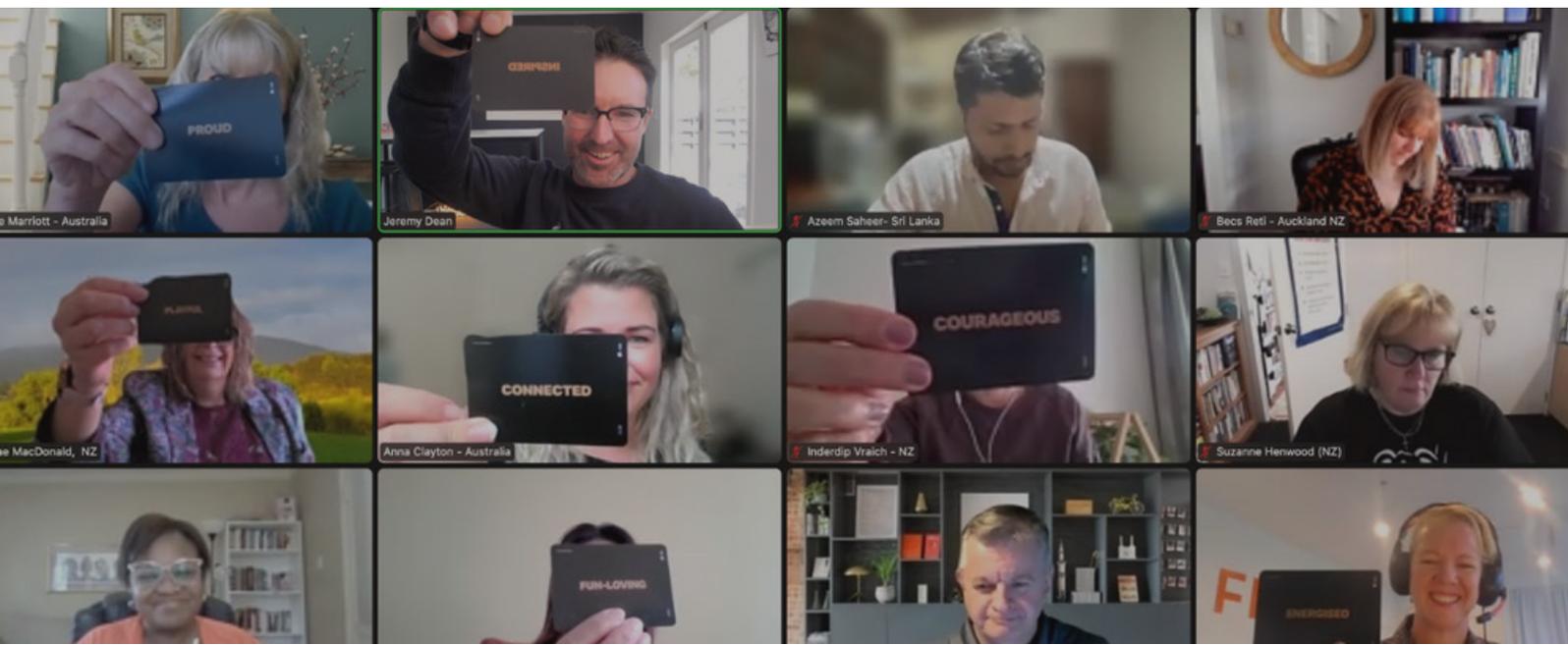
Andrea H
Service Delivery and Service Transition Team Lead & ECD Qualified Practitioner



This has been an incredibly enriching experience for me! I am feeling more inspired than ever as a leader and I credit that to how the course exposes you to real-life applications and outcomes of organizations running the workshops. I got so much out of hearing the stories and case studies of other organizations that have embraced emotional culture. I feel ready to become an elephant rider!



Ferdinand M
Senior Vice President & ECD Qualified Practitioner



What others are saying



"The ECD Online Masterclass Course was fantastic. Real life examples. Easy to follow, plenty of detail without being overwhelming. It is super exciting to be a part of such an incredible initiative which is changing the world. You learn so much about yourself as well as powerful tools to help others do the same"



Viktor D
Head Coach &
ECD Qualified Practitioner



"The ECD Online Masterclass Course is BRILLIANT. I sometimes find it hard to connect with online learning; but not this course. This well considered course is a great mix of watch, listen, think, read and play. Jeremy is engaging, insightful and has a calming facilitation style."



Joanne S
Head of Organisation
Development &
ECD Qualified Practitioner



The Emotional Culture Deck Online Masterclass

Outcomes & Lesson Plans

90 Days

4-5 Hours

SECTION 1:

Set Up For Success

Learn powerful ways to engage with teams and leaders that reduce any fear people may have about talking about emotions at work.

In Section 1 of the ECD Masterclass, "Set Up for Success", we delve into how to effectively engage with teams and leaders to reduce fear and cynicism around discussing emotions in the workplace.

Through activities and exercises, like the Weekly Retro Icebreaker, we explore the importance of setting up a workshop for success and how to properly run The ECD deck with a large group.

We also delve into the key conversations and research that confirm the impact of emotional culture in the workplace. Get ready to dive deep into the world of emotions at work and set yourself up for success in this transformative course.

1 ACTIVITY



ECD Weekly Retro

3 VIDEOS



Weekly Retro Exercise aka The Ice Breaker

It's easy to fall into the trap of racing ahead and jumping straight in to the workshop. But you should take your time. Starting with an icebreaker helps reduce cynicism that people have when they come into the room. So, how do you start?

Setting up the workshop

The Weekly Retro Icebreaker is only part of the process. In this video, we'll share a simple framework that will help you set up your workshop for success.

How the cards work

How do you set up the game? How do you run it with a large group? What are the core conversations you can have with The ECD? Let's find out in this next video.

4 RESOURCES



ECD Weekly Retro Conversation Guide
ECD Families Activities
ECD For Leaders Layout
ECD For Employees Layout

SECTION 2:

The Heart of The Workshop

Unlock the power of emotions with the Map Your Emotional Culture Workshop. Learn the theory, have a play, and discover the impact it can have on teams and organisations.

In this lesson of the ECD Masterclass, we delve into the heart of the workshop and learn how to run the Map Your Emotional Culture Workshop.

We explore the theory behind the workshop and give you the opportunity to put it into practice. We'll look at the power of self-reflection, self-awareness and vulnerability in co-creating team culture.

We'll also delve into the concept of affective labelling and how to navigate talking about undesired feelings. Join us as we challenge our thinking and existing beliefs, and discover the true power of crafting emotional culture in the workplace.

2 ACTIVITIES



Pick your top five black cards
Pick your top five white cards

3 VIDEOS



How I want to feel at work (Self awareness)

Hamlet said, "Nothing is neither good nor bad, but thinking makes it so". Let's introduce you to the "For Employee" section of the game that nudges self-reflection, self awareness, vulnerability and builds connection.

How we want our team environment to feel

Why is co-creating team culture so important? In this video, we're going to explore the power of giving our people permission to co-create the culture of their own team. Remember, 'People support what they create'.

What we don't want to feel at work

How do you navigate talking about undesired feelings? What is affective labelling? How do you nudge a growth mindset? Let's find out in this next video.

1 RESOURCE



Map your Emotional Culture Workshop Plan

SECTION 3:

Make It Tangible

Dive into the tangible actions and rituals that bring emotional culture to life.

In section 3 of The ECD Masterclass, we dive into the tangible actions and rituals that bring emotional culture to life.

Using The Emotional Culture Canvas, we'll guide you on how to craft specific behaviors and actions that align with your desired emotional culture. We'll also explore tools, like the Emotional Culture Tracker, to measure and monitor progress.

By the end of this section, you'll have a clear understanding of how to keep the conversation on emotional culture alive in your organization.

We'll also address any uncertainties or anxieties you may have about implementing ECD workshops and ensure that this is a continuous process, not a one-time activity.

3 VIDEOS



The Emotional Culture Canvas

Running through the key questions in the game are great. But it's equally important to know how we foster the desired emotional culture via actions, behaviours and rituals. In this video, we'll help you get from the desired emotional culture to crafting rituals and actions using the Emotional Culture Canvas.

Emotional Culture Tracker Canvas

How do you monitor and measure your Emotional Culture? How do you track how your team are feeling? Let's find out about the Emotional Culture Tracker Canvas in this next video.

Keep the Emotional Culture Conversations alive

Now that you've learnt how to run the Map Your Emotional Culture Workshop, take a look at how we keep Emotional Culture conversations alive. What stands out to you?

5 RESOURCES



Individual Exercises: Emotional Culture Canvas

Map Your Emotional Culutre 3 step plan
ECD Tracker Canvas

Know Yourself Handbook

ECD People Check-In Conversation Guide

ECD Bright Spots Conversation Guide

SECTION 4:

Other ways to use the game

Unlock the full potential of The Emotional Culture Deck with bonus tips and tricks. Explore the various ways to apply it through real-life case studies.

In the final section of our ECD Masterclass, we delve into the many ways the Emotional Culture Deck can be applied in the workplace.

From visualizing team emotional drivers to nudging behavior change, we'll share bonus tips and tricks for using the game in various contexts. You'll also learn from real-life case studies and gain insights from our community of practitioners, known as Elephant Riders.

This course stretches beyond the basics and challenges you to think outside the box, pushing you to find new ways to apply the game in tackling other challenges and pain points. This final chapter is a powerful tool that'll help you take the skills and knowledge you've gained, and apply them in your future.

1 RESOURCE



12 ways to apply The ECD

4 VIDEOS



Bonus ideas, tricks and tips

How do you visualise your teams emotional drivers? How do you nudge behaviour change? How do you use The ECD to define values? In this video, we'll give you bonus facilitation tips and tricks.

Bonus ECD Case Study #1

Case study explores two approaches to addressing emotions in the workplace, highlights the importance of leader's style and how the use of The ECD can become contagious within an organisation.

Bonus ECD Case Study #2

This case study explores how The ECD is a powerful tool to help teams come together during periods of transition or crisis, especially team restructure or merger.

12 Ways to Use The ECD

Let's look at how else you can play the game. We've discovered at least 12 different ways the game can be used within workplaces. We believe in the power of co-creation and community. Some of the most brilliant and innovative ideas come from our community of Practitioners.

"Sharing in the community comes very very naturally and that is one of the most powerful things about the community that I've been a part of. "

– Jim Dryburgh, ECD
Certified Consultant

The ECD Online Masterclass Course enabled me to fully understand the concept of emotional culture and the research that backs up this incredibly innovative and easy to use tool - a tool that I believe can unlock teams in a way that cannot be unlocked by any other tool. Incredibly insightful!

– Kelly B

I LOVE everything about the Emotional Culture Deck. The masterclass was awesome. I love how everything is broken down into manageable size pieces, the explanations, and case studies. The template downloads are invaluable as well. I feel like I want to shout it from the roof tops and tell everyone I know that they need to be using this tool!

– Deanne G



**Lorissa Garcia, ECD Certified Consultant and
Elephant Rider Mentor**

Embracing Emotions: Rethinking Workplace Culture for Innovation and Success

Creating a positive emotional culture at work is essential for the success, well-being and productivity of your employees and clients.

But who ultimately is responsible for fostering the emotional culture of an organisation, team or group of people?

According to Sigal Barsade, "Emotional culture is shaped by how all employees—from the highest echelons to the front lines—comport themselves day in and day out. But it's up to senior leaders to establish which emotions will help the organization thrive, model those emotions, and reward others for doing the same. Companies in which they do this have a lot to gain."

That means if you manage or lead people – either inside an organisation or as a coach or consultant – you're on the hook. You're responsible for setting the tone, and the direction and creating a positive emotional

culture that will help your people thrive and your team succeed.

According to psychologists Sigal Barsade and Marc Brackett, a positive emotional culture can have a number of benefits for employees, including increased job satisfaction, better performance, and stronger relationships with colleagues.

For the last four years, we've trained over 1000 leaders, coaches and consultants in the art of using The Emotional Culture Deck. Our ECD Online Masterclass is the first step to mastering the skills of using The ECD to transform business culture and increase the success of people, teams and organisations.

Here are five ways to use The ECD, which you'll learn all about in The Masterclass:

1 Use The ECD as a diagnostic tool: Using The ECD, you'll identify essential emotions for success in your organisation:

The Emotional Culture Deck includes a range of questions and prompts that can help you assess the current state of your people and your organisation's emotional culture so you can identify the emotions that are most important for your business to thrive. By answering these questions honestly and thoughtfully, you can get a sense of the strengths and areas for improvement in your culture and use this information to inform your strategy and goals.

2 Use it as a planning tool: The Emotional Culture Deck can also be used as a planning tool to help you set specific and measurable goals for improving your organisation's emotional culture. Use the deck to identify specific areas of your culture that you want to focus on and to create action plans for addressing these areas.

3 Use it as a communication tool: The ECD can be a useful tool for communicating with your team or organisation about the importance of emotional intelligence and culture building. You can use it to spark conversations and facilitate discussions about these topics

and to help people understand how they can contribute to a positive culture.

4. Use it as a training tool:

The ECD can also be used as a training tool to help your team or organisation develop and apply emotional intelligence skills. You can use it to facilitate workshops or training sessions and to provide resources and exercises that help people practice and apply what they have learned.

5. Use it as a reference tool:

Finally, you can use The ECD as a reference tool to help you stay focused and on track as you work to improve your organisation's emotional culture. You can refer back to it regularly to check your progress and to identify new areas to focus on as you continue to develop and grow.

Don't let a negative emotional culture hold you or your clients back from achieving your goals.

Take the first step towards creating a more positive and productive business culture with The Emotional Culture Deck Masterclass.

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The masterclass was great as it gave really practical tips and so many resources that will help to facilitate powerful team and coaching sessions. I can't wait to use this tool to build more human-centred cultures and drive a change in leadership

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**Anne K
ECD Qualified Practitioner**

Four common questions about the ECD Masterclass

Who thrives in the ECD Masterclass, and who will join me on this learning journey?

Your course mates will come from a diverse range of industries and professional backgrounds, including business, technology, education, and design. You'll be joining a community of leaders, managers, consultants, coaches, freelancers, and more, all committed to improving emotional cultures.

What happens after the ECD Masterclass? How do graduates stay connected?

The ECD Masterclass is the start of a lifelong journey of connection, learning and growth. After the 90-day course, join our exclusive Elephant Rider community, connect with over 1000 leaders from 35 countries, and continue to upskill through online resources and quarterly events. Experience the best part of the ECD Masterclass: the lifelong connections and collaborations with like-minded individuals.

I work full time and have a family. Will I have time to do the ECD masterclass?

The ECD Masterclass is designed for busy professionals, with a self-paced learning approach that allows you to study and complete coursework on your own schedule, no matter how demanding your job or family commitments may be. With the flexibility to learn at your own pace and on your own time, you'll be able to fully participate and make the most of the course while still balancing the other important aspects of your life.

What is the time commitment?

The ECD Masterclass is a self-paced journey of learning, with an estimated time commitment of 4-5 hours of course content over 90 days. Plus optional Masterclass Meet-ups for additional learning and Q&A.

Become Accredited in The Emotional Culture Deck

The ECD Accreditation is your opportunity to step into the arena and master the art of crafting emotional culture using The ECD. As a participant in the ECD Masterclass, you'll join our Elephant Rider Community and become an ECD Qualified Practitioner. From there, the choice is yours – become an ECC Member or take the next level of training to become an ECD Certified Consultant. The training level you choose depends on your desire to master the art of crafting emotional culture using The ECD.

ECD ACCREDITATION

ECD Qualified Practitioner

The first step is to complete the ECD Masterclass and become a Qualified Practitioner. Doing so will teach you the fundamentals of The ECD and how to facilitate the #1 game in the world for workplace culture. Joining our global community of Elephant Riders, you will continue to learn and grow.

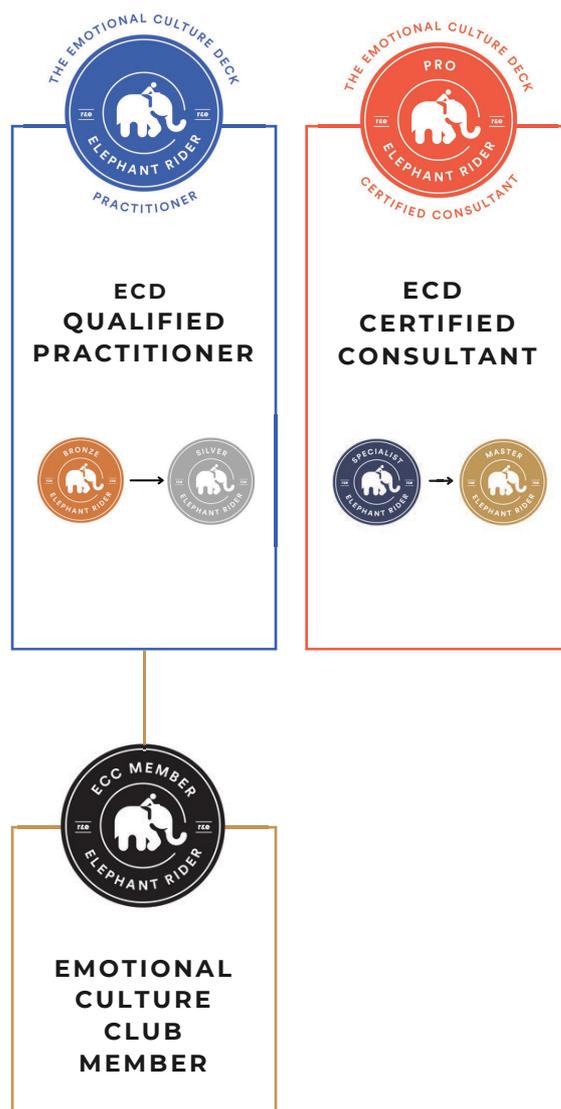
ECD Certified Consultant

Take your consulting career to new heights and become a leader in Emotional Culture. Becoming an ECD Certified Consultant will set you apart and gain a competitive edge in the consulting industry. Learn directly from the game's creator, Jeremy Dean and join our ECD Certified Consultant Community. Gain global recognition as an expert in emotional culture and drive real change in the organisations you work with using The ECD.

ECD MEMBERSHIP

Emotional Culture Club Member (ECC)

The ECC is our membership for serious Practitioners who want all the ECD tools and resources to build high-performing teams. Our membership gives you everything you need to unleash The ECD inside organisations to tackle every leadership and culture challenge. Access a massive evolving library of resources, receive ongoing learning and support with expert Mentors and connect with the ECC global community of changemakers.



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**Change your rituals,
Change your culture.**

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**Jeremy Dean
riders&elephants Founder**

Want to know more?

Visit www.ridersandelephants.com or reach out to us at team@ridersandelephants.com.

We'd love to hear from you.

riders&elephants