Evoloshen Academy

ICES™ CERTIFICATION

The Culture ROI Toolkit

How to make the business case for culture, and get your company to invest in your ICES™ Certification.

- ✓ The business case, with verified research
- ✓ The 5 Cultural Keys and their ROI
- ✓ A ready-to-send email

THE BUSINESS CASE

Culture isn't soft. It's strategy, execution and results.

Culture is the operating system of every company. When it's healthy, people bring their best ideas and stay. When it's neglected, it quietly drains retention, innovation and performance. The research is clear:

20%

of employees worldwide are engaged at work. Global engagement fell for the second year in a row.

Gallup, State of the Global Workplace 2026

$10 trillion

in lost productivity from low engagement in one year, about 9% of global GDP.

Gallup, State of the Global Workplace 2026

23%

higher profitability in the most engaged teams compared with the least engaged.

Gallup, Employee Engagement and Performance meta-analysis (2020)

18–43%

lower turnover in highly engaged teams.

Gallup, Employee Engagement and Performance meta-analysis (2020)

10×

A toxic culture is ten times more important than compensation in predicting why people leave.

MIT Sloan Management Review, "Toxic Culture Is Driving the Great Resignation" (2022)

Make it real for your company

Numbers from your own organization are the most persuasive. Ask HR or finance for three figures:

Question	Your number
How many people left in the last 12 months?	_____
What does it cost us to replace one person (recruiting, onboarding, lost time)?	_____
What is our latest engagement or eNPS score?	_____

Multiply the first two and you have the yearly cost of turnover. Even a small improvement can pay for this program many times over.

Want the full picture in seconds? Use the free Culture ROI Calculator at **evoloshen.com/roi** to see what small gains in productivity, sick leave and turnover are worth for your organization.

THE FRAMEWORK

The 5 Cultural Keys: how culture drives business results

ICES™ is built on Evoloshen's 5 Cultural Keys, the foundational drivers of high-performing, human-centered organizations. Here's how they translate into business results.

1

Collaboration

Take teamwork to the next level. Drives trust, cross-functional alignment and speed of execution.

Impact: less friction, faster outcomes, lower stress across teams.

2

Creativity

Unleash ideas from inside your organization. Drives innovation, problem-solving and future readiness.

Impact: better adaptation to change and a stronger competitive edge.

3

Connection

Foster emotional loyalty and shared purpose. Drives retention, customer alignment and internal engagement.

Impact: lower attrition, more consistent performance and mission clarity.

4

Celebration

Recognize what's working and build momentum. Drives engagement, positive reinforcement and well-being.

Impact: fewer resignations, less burnout and stronger morale.

5

Contribution

Activate meaning and purpose across your culture. Drives fulfillment, brand loyalty and value alignment.

Impact: easier talent attraction, a stronger employer brand and more resilient teams.

Since 2014, ICES™ has certified culture leaders across Europe, the UK, the US, China, Singapore, Australia and New Zealand, including people from Ericsson, BDO, Husqvarna, Telia and Sogeti.

THE INVESTMENT

What your company invests, and what it gets back

Item	Details
ICES™ Online Certification	$2,500, or 3 payments of $895
Format	Self-paced video, 6 parts and 14 modules, 12 months' access. Completed alongside your work.
Included	Worksheets and tools, final assessment, certificate and digital badge, the 30-day C.A.P.E. action plan
Bonuses	Joy Ambassador training for 3 colleagues, Culture Transformation Playbook, Thriving as an AI-Savvy Leader masterclass
Guarantee	15-day money-back guarantee

How to show the return

Agree on two or three measures with your manager before you start, and report back after 6 and 12 months:

- Engagement or eNPS score in your team or department
- Voluntary turnover and retention of key people
- Participation in culture initiatives and the actions from your 30-day plan

Who it's for

ICES™ isn't only for HR. Sales managers, project managers, team leads, coaches and consultants have all become certified, alongside HR, People and Culture and L&D professionals. It's for any leader who truly wants to become an expert in developing culture.

An investment in your career

ICES isn't just a course. It's a credential and an expertise you'll carry into every role you take on next, and it makes you the person organizations urgently need: someone who can align people, purpose and performance.

READY TO SEND

Email template: ask for company support

Copy it, fill in the brackets, and add one challenge your team is facing right now.

Subject: Professional development request: ICES™ Culture Certification

Hi [Manager's name],

I'd like to ask for your support for a professional development opportunity that would help me build deeper expertise in culture and engagement, which matters more than ever as we [grow / go through change / bring in AI].

The program is the ICES™ (International Cultural Engagement Specialist) Certification from Evoloshen Academy. It's built on a proven framework, the 5 Cultural Keys, and has certified people from companies like Ericsson, BDO, Husqvarna, Telia and Sogeti.

What our team gets:
- A clear way to assess and improve engagement, trust and collaboration in [team/department]
- Tools I can apply right away, plus a 30-day action plan
- Training for three additional colleagues, included at no extra cost
- An in-house culture champion with a recognized certification

The investment is $2,500 (or 3 payments of $895). It's self-paced, so I can complete it alongside my work, and it comes with a 15-day money-back guarantee.

I believe it would directly support our goals around [engagement / retention / a merger / AI adoption], and I'd be happy to share what I learn with the team. Could we talk about this in our next 1:1?

Thank you,
[Your name]

Next steps

- Fill in your numbers on page 2
- Send the email to your manager
- Enroll and start right away

Enroll in ICES™

evoloshenacademy.com/icesonline