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# Building Success from Within: The Critical Importance of Company Culture

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# SPFA Antitrust Policy

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*"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."*

*It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.*

*Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.*

*If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.*

*Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.*

*Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.*

# Spanish Translation Disclaimer

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# QUESTIONS TO START

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How many of you feel that you have a great company culture?

What is company culture to you?

# What is company culture?

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At its core, company culture refers to the shared values, beliefs, and behaviors that define how a company operates and how its employees interact. It's more than just a set of office perks or a friendly work environment; it's the foundation that shapes everything from decision-making to customer service to innovation.

# Business Success

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Studies show that companies with a healthy culture experience higher employee engagement, lower turnover, and, ultimately, better financial performance.





# Why are you in business?

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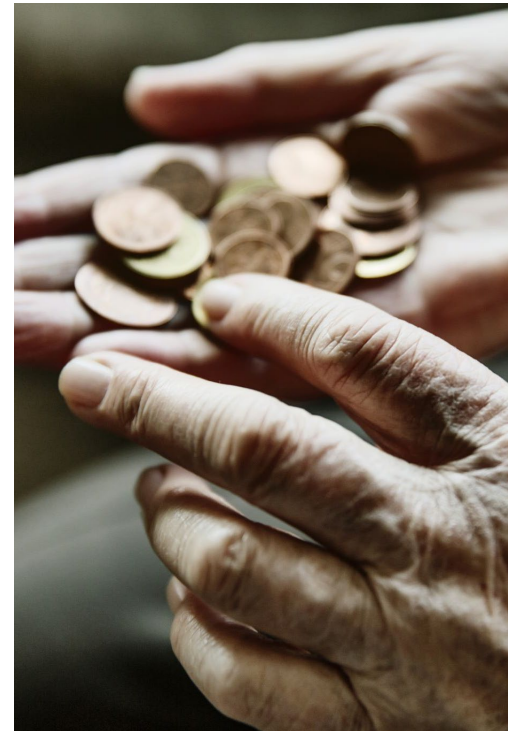




# To Make Money, Right?

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Making money is a byproduct. Its cause and effect. Its an effect of your cause. Company culture is **defining and implementing the guidelines of your company's cause.**



# How do you do that?

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## CORE VALUES

The first and most important step to having good culture is to define you company's core values.

The owner/s decide what their moral values are for their company. What is a non negotiable for you in terms of how you operate?



Always be positive.

Believe in yourself.

Empower your team.

Make an impression that counts.

Always do what you say you will do.

# HIRING: Focused Job Ads

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Looking for a job where your expertise helps create a more sustainable future? Join The Green Cocoon as an Insulation Installer and become part of a team revolutionizing energy efficiency across Massachusetts, New Hampshire, and Maine.

## Why You'll Love It Here

- **Employee Happiness:** A work culture built on values that ensure your success.
- **Be a Sustainability Champion:** Represent an eco-friendly brand making a real difference.
- **Drive Innovation:** Your ideas are valued and help shape the future of the company.
- **Engaged Workforce:** Work alongside a team committed to excellence and positive customer experiences.





# Interviewing

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During interview you can use the core values to create questions that will reflect a candidate's values and fit quality.

Ex. Questions:

What does “Empowering your team” mean to you?

Tell us about a time you made an impression that mattered.



# Evaluations

RATINGS BY SKILL AREA	(Rate 1-4 with explanation) 1=Top Priority. 2=Developmental. 3=Maintain. 4=Coaching Ability.
<b>Always Do What You Say You'll Do</b>	
<b>Accountability: Accepts responsibility for actions, answerable to consequences</b>	3.0
<i>Comments:</i>	
<b>Attendance &amp; Punctuality</b> Is rarely absent, arrives on time, works required hours.	4.0
<i>Comments:</i>	
<b>Cooperation: Has ability to get along with Co-workers and management.</b>	2.5
<i>Comments: with customers 4, the guys 3, me 2.</i>	
<b>Completion of assignments: Successfully completes tasks and meets all deadlines.</b>	3.0
<i>Comments:</i>	

Help your employee understand where they shine and where they can improve. Words Matter!

# Communication Practices

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Leaders must be intentional in their communication, consistently reinforcing the company's mission, values, and priorities. Communication is a two-way process.

Leaders who actively listen to their employees—seeking feedback, considering suggestions, and acknowledging concerns—build a culture of mutual respect, engagement and ultimately TRUST.



# Disciplinary Actions

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Having structured core values makes it simple to review the meaning of the value, why the value is important to the company and how they can improve their action or behavior.

Example: One of our core values is “Do what you say you will do.” Our starting time is 6am. You agreed to that start time when you were hired and said you would be on time. You came in at 6:15. That is not what you said you would do. How can we help you be on time moving forward?

This allows for facts vs. feelings!



# What does this all lead to?

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**FREAKIN  
GOLD, that's  
what!**

**This leads to:  
TRUST.**



# This also leads to....

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## Employee Retention

A positive and supportive company culture significantly enhances employee satisfaction, which is one of the strongest predictors of retention. 80% of employees would choose additional benefits or an improved workplace atmosphere over a pay raise.

# Company Reputation- Here's what people say about us:

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“I got a quote from multiple vendors, but the experience with Candace is what really sold me. She was very educational and consulted me through the whole process. The crew communicated throughout the whole process, giving me updates on what was going on. They did a great job and overall, it was a very pleasant experience!”

“I have worked with the Green Cocoon crew for several years now. Always a positive experience - they have been accommodating with scheduling, and the install crews are careful, professional and leave the jobsite clean.”

“I've been in the trades and facilities management for decades. The Green Cocoon, LLC unequivocally receives my wholehearted endorsement for insulation projects. Their professionalism, timely communications, fair pricing, careful respect of property, and thorough execution of exemplary work sets the standard.”

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# **Innovation and growth.**

Problem solving and goal setting!

## **Employee Ownership of their jobs:**

More self-accountability and awareness. Feeling like what they do matters.

**This ultimately leads to more  
business and more profit....and now  
we are back full circle!**



# Why are you in business?

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# QUESTIONS?

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