

Workplace Culture – Asset or Liability?

Competition is tough! Everyone is constantly looking for a “new” market, product or service, process, physical layout, design, delivery model, or technology that will differentiate them from everyone else. And, if they are fortunate enough to find “an edge” – how do they sustain it?

According to Harvard Business School, “business culture can have a significant impact on a firm’s long-term economic performance.” So why do so few companies “master” their business culture’s competitive edge? This session will explore:

- Simple ways to measure business culture
- How do leaders embed business culture
- Creating sustainable business culture differentiation for employees and then to customers
- Myths and magic of individual accountability

Let’s take the theory and make it a tactical and practical advantage for your organization. Remember – business culture eats strategy for lunch! Tap into strategic, tactical, and practical solutions that have come from more than 30 years of corporate experience and 200 consulting projects worldwide.

After attending this session, you will learn how to:

- Understand and help others discover how to “See” and “Hear” business culture
- Explain how culture impacts high performance and ways to maximize the impact of each element
- Identify some of your culture differentiators for employees; and then, its impact on customers
- Define and use the Think-Feel-Act model
- Be able to dispel common myths about accountability

IDEAL AUDIENCE: Mid and senior level leaders

FORMAT: Keynote, 75-90 minute breakout or four-hour workshop