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# Creating a Successful Corporate Culture

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Designed specifically for Senior Leaders and Business Owners, this thought-provoking, hands-on, interactive workshop will enable you to create positive culture change in your organization.

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Join us to learn proven ways to diagnose and improve your culture at this workshop featuring Jason Richmond author of the book "Culture Spark: 5 Steps to Ignite & Sustain Organizational Growth." Jason will share insights from his research, including actions that leaders have taken to create and maintain successful corporate cultures.

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Isadore Sharp, the Founder and Chairman of Four Seasons Hotels & Resorts has said, "If you don't understand the culture of your company, even your most brilliant strategies will fail. Your vision will be resisted, plans won't get executed properly, and all kinds of things will start going wrong." The challenge is that many leaders only see their culture from one point of view - their own. We need to assess our current culture from multiple perspectives, and we must understand our culture from the point of view of employees across the organization.

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According to a study conducted by Deloitte, 94% of executives and 88% of employees believe a distinct workplace culture is important to business success. The best practices provided in this workshop will help you to strengthen your business results by continuing to strengthen your culture.