Among workforces today (Gallup Poll), 30% of your employees are engaged, passionate about and connected to company goals; 55% are passively disengaged; and 15% are actively disengaged, undermining the company and creating a toxic environment. (Note: In PA or NJ this latter number rises to 20%). The research is unambiguous; improve these numbers and you improve your bottom line. No single aspect of business is more powerful in addressing these distressing numbers than ‘culture’ – ‘a blend of the values, beliefs, symbols, rituals and myths all companies develop over time.’ Culture puts a spotlight not on ‘what the company is doing’ but rather, on ‘who the company is being’ to its customers and to its employees. The benefits of a thriving company culture yield work-life rewards that go far beyond $$$.

Where does the winning corporate culture originate . . . often in one small corner of the company. Though promotion and support at the top levels of the company create a smoother ride, it is an absolute myth that culture change MUST begin there. It may launch ‘off to the side’, recharging itself and eventually gaining strength until critical mass is reached. This can work both for, or against, the company.

Compelling and experiential, this two-day course is for senior managers and executives of all descriptions who want to create a culture of success bolstered by an influential group of individuals committed to the company’s prosperity and to each other.

The two-day program cost $1,245 per person and includes materials and meals.