

LEADERSHIP & CULTURE
CLOSING THE GAPS BETWEEN WHAT SOUNDS GOOD & WHAT GETS DONE

What We Know:

Organizational culture is an intangible, but very real—and powerful—phenomenon. An organization's true culture is revealed by the behavior of the people working in that organization. Creating cultures that reinforce & support behavior essential to organizational success is one of the most important things its leaders are called on to do. *Unfortunately, few of them consciously answer the call.*

The Problem:

Too many leaders seem to believe that their cultures are defined by the words and phrases contained in their foundational documents: mission statements, core values, core beliefs or guiding principles. They, or their predecessors, have labored to create those documents that list the characteristics they would like for their cultures to exhibit. Most such documents have two things in common:

- They all sound good, and
- *They have little impact on employee behavior*

What to Expect From Jim's Session:

In his fast-paced, keynote presentation, Jim Bearden will provide us with his perspective on culture, describe the two approaches to creating culture and walk us through six specific steps for consciously doing so.

With his aggressive follow-up pieces, Jim will facilitate exercises to help participants translate compelling words and phrases into specific behavior. As a result of this presentation participants will develop better understanding of the relationship between **LEADERSHIP & CULTURE** and will have tools they can use for *CLOSING THE GAPS BETWEEN WHAT SOUNDS GOOD & WHAT GETS DONE*.

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