

Culture Matters: How to Create a Culture of Accountability in the Wake of #MeToo

The #MeToo movement has rocked the business world. Leaders wonder what went wrong in the organizations that tolerated abusive behavior and want to know how to prevent it in their company. Tolerance of abusive behavior is a symptom of a broken culture. In this presentation, which is based on Robertson's new book called *Your Company Culture Ecosystem*, we'll explore the business case for creating a culture of accountability. Then, we'll identify the six elements of your company culture ecosystem. You'll leave with six action items that will build your culture of accountability!

- 1. Purpose and Core Values:** Define the bedrock of your company culture ecosystem
- 2. Leadership:** Change how leaders lead and you change the organizational culture
- 3. People Practices:** How to incorporate core values into all personnel processes and policies
- 4. Rituals, Stories and Symbols:** Use powerful, evocative methods to embed and reinforce your core values
- 5. Operational Processes and Tools:** How to design value-based processes and equip team members
- 6. Accountability Systems:** How to hold people accountable to expectations and avoid abuses of power

Growing a company culture of accountability involves tweaking the things you already do by embedding your core values and purpose into all aspects of your organization and holding everyone accountable to them. It's simple but not easy. Chock full of anecdotes and practical how-to's, this presentation will help you re-invent your company culture!

What attendees are saying:

"I had no idea that culture was so important - and now I know that culture change doesn't have to be expensive!"

— M., software corporation

"Kristin makes culture change fun. I've seen the results of her work myself and I would recommend her highly!"

— L., accounting firm

About the Speaker

Kristin Robertson



Kristin Robertson, President of Brio Leadership, is an expert on company culture transformation, an executive coach, and strategic meeting facilitator who focuses on small and mid-sized businesses. Results of her work include reduced operational costs, increased employee retention, productive teams and an effective organizational culture. She has seen first-hand what works in building a great culture and is excited about sharing her knowledge with you. Her passion is increasing the number of employees who are excited to go to work on Monday mornings!

Contact info:

Kristin Robertson
kristin@brioleadership.com
www.brioleadership.com
817-577-7090
Colleyville, Texas
(Dallas/Fort Worth area)



**Brio
Leadership**

Our passion is to ensure your employees love to go to work on Monday mornings!

Kristin Robertson, President
kristin@brioleadership.com

www.brioleadership.com
817.577.7030