

# Culture Matters: How to Create a Highly Effective Environment

The culture of your organization directly affects the success of your business. An organization's culture is the sum total of the norms, acceptable behaviors and how stakeholders, including employees, customers and partners, are treated. It's the intangible spirit of a company, and it can be good, bad or indifferent. Companies that build a positive environment have a competitive advantage, because culture is the secret ingredient in the recipe for achieving goals. It affects how people view the organization, both from the inside and from the outside; therefore, culture determines how well you can attract and retain employees, customers and good suppliers. There are proven ways to create an effective culture and influence the success of your organization.

In this presentation, we'll first explore the business case for creating a great culture by looking at innovative companies that have succeeded financially. Then, we'll identify the various aspects of an effective organizational culture, including:

- A focus on a Higher Purpose that is more than just making a profit
- How positive Values must be modeled by leaders
- The importance of Trust in all interpersonal relationships
- How Accountability enhances trust and fairness
- Emotional intelligence skills that can build positive interactions and leadership skills

If you are ready to build a highly effective culture in your organization, you can't miss this presentation!

## What participants are saying:

*"In my mid-sized family business, we pride ourselves on our culture. After attending this session, I learned that we have several additional things to think about. I'll start working on them immediately!"*

*"I never realized that culture was so important. Thanks for a thought-provoking talk."*

*"I am leaving with a long list of to-do's."*



## About the Speaker

Kristin Robertson, President of Brio Leadership, is an executive coach, organizational design consultant and group facilitator who focuses on mid-sized family owned businesses. Results of her work include reduced operational costs, employee development, productive teams and an effective organizational culture. Her passion is to help leaders and organizations transform their businesses so they can make a lasting positive change in the world. She is a faculty member for TalentSmart, a premier provider of emotional intelligence training, assessments and resources, and serves as an adjunct executive coach for a large talent management firm.

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