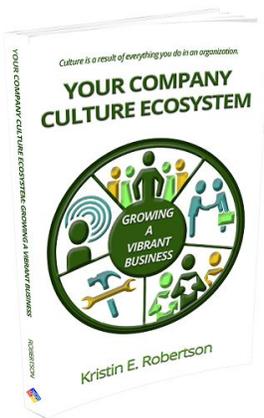

Women Rock! How Female Executives Build Excellent Cultures

Women executives tend to build vibrant company cultures. Is it because they are tired of putting up with “brilliant jerks” or is it because they understand the financial benefits of a happy workplace?

Research shows that employee engagement is a predictor of financial success, and women have a knack for engaging team members. 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 great culture. Then, we'll identify the six elements of your company culture ecosystem and how women tend to execute these extremely well:



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

Growing a vibrant company culture involves tweaking the things you already do by embedding your core values and purpose into all aspects of your organization. By recognizing and using the strengths that women typically bring to leadership, women can easily build a positive work environment. Chock full of anecdotes and practical how-to's, this presentation will help you re-invent your company culture!

What attendees are saying:

“I always sensed that women have a tendency to build strong cultures, but I’m glad to know the tools they typically use!” – 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 Kristin Robertson:

Ms. Robertson is CEO of Brio Leadership, author of *Your Company Culture Ecosystem*, expert on company culture transformation, executive coach, and strategic meeting facilitator who focuses on mid-sized businesses. Results of her work include reduced operational costs, increased employee retention, productive teams and an effective organizational culture. Her passion is increase the number of employees who are excited to go to work on Monday mornings!

Contact Brio Leadership today to book Kristin for your next meeting!