



Culturetopia

How to lead real culture change with your team or organization

TRAINING PLUS DEVELOPMENT SESSION

“ The real voyage of discovery consists not in seeking new landscapes, but in having new eyes. - Marcel Proust



The goal of the Culturetopia workshop is to led participants to an understanding of what culture is, what makes it great and how it can be changed!

It's your choice: Manage your culture, or it will manage you. Culture is simply the way people in an organization think and act. Culture is critical because it's what ultimately determines results. So, where do you start and how do you approach managing or changing your culture? No matter the size of the organization or complexity of its structure, big change, like a culture shift, is no easy task. But it's not complicated. It takes a focused determination and commitment by leaders who are willing to lead the way.

The objective of any culture is to create an environment of shared values, shared vision and a shared 'operating system' — where there is high levels of fulfillment and high levels of performance. But how do you there?

This workshop will provide participants with a framework to develop a plan for accessing, developing and implementing culture change — from basic alignment shifts to a major overhaul of a poor culture.

The Culturetopia Workshop covers:

- **Culturetopia Values** - An in-depth look at the 7 critical values that create high performing teams and organizations.
- **Creating Corporate Values** - How to develop your own unique value system for your organization that can owned and shared.
- **The Culturetopia Process** - The framework for organizational buy-in, development and implementation of culture change.
- **Continuing Improvement** - Learn how to keep the culture alive and vital - measuring, assessing and adapting.

Participants will learn the Culturetopia Process:

Phase 1 – DIAGNOSIS

What's the current situation?

Phase 2 – DISCOVERY

What do we desire to be?

Phase 3 – IMPLEMENTATION

What is it going to look like?

Phase 4 – INTEGRATION

How are we going to achieve it?

Phase 5 – BEYOND

How do we keep it going?

JASON YOUNG

Speaker and Facilitator



Jason Young has been called a "rare breed" when it comes to developing leaders, teams and customer service initiatives. As a former senior-level manager at Southwest Airlines, Jason learned the value of a successful workplace culture. During his 10-years with the airline consistently rated No. 1 in customer service and employee satisfaction, he was a key driver in creating and developing the company's innovative training programs for its successful leadership and customer service culture that have become renowned in the business world today. Jason captured his philosophy of creating high performance cultures in his popular book, *The Culturetopia Effect* and extends the fine art of exemplary customer service in his newest book, *Servicetopia*.