

JONATHAN WILSON

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Speaking Proposal

TITLE

Deep Culture: The Roadmap to Belonging, Engagement, and Productivity

SESSION SYNOPSIS

Eighty-eight (88%) of employees and 94% of executives believe a **strong firm culture** is the key to success. Two-Thirds (66%) of prospective employees say that **culture** and **core values** are the most important factors when considering career opportunities. Getting the incredible people you need starts with developing an incredible culture. One study noted that firms with high-performance cultures out-earned other firms by 756% over 11 years. The fact is, culture is the competitive differentiator when it comes to overall organizational performance. A well-designed culture is the master key to productivity, retention, and exceptional profitability.

We know that culture is important but it's also elusive. Only about 1 in 4 executives say they understand it. Is it corporate wellness initiatives? Is it happy hours? Is it hybrid work? The answer is both more complicated and yet way simpler. By the end of this session you will see the hidden links between culture, teamwork, and results that your competitors miss, and you will leave equipped with concrete strategies and tactics to create your own high-performance culture.

LEARNING OBJECTIVES

1. Clearly define culture: Summarize the role of culture in building high performance teams.
2. Identify cultural pitfalls: Examine the key culture-busting behaviors many leaders unintentionally make that frustrate teamwork.
3. Supercharge cultural change: Employ key cultural change initiatives that will reshape your employees' experience, promote trust and cohesion, and set the stage for meaningful teamwork.

SELECT TESTIMONIALS

"Most well thought out and developed session I attended, very engaging, concise, meaningful and helpful-obvious that you were well prepared on how to engage and deliver good info to a room of adults." - Lauren L.

"I have thought quite a bit about what you spoke about. It has had an impact on how I look at the importance of leadership and passing the torch, so to speak." - Autumn P.

SPEAKING REFERENCES

Available upon request.

SPEAKING VIDEO

Multiple videos are located on my website at jonathanwilson.co