

Culture Trumps Everything

Cultivating a Culture of Success

Organizations are often burdened with mediocre or poorly performing employees – costing billions of dollars a year. This poor performance is often attributed to an employee's individual qualities or attributes, such as personality, motivation and/or skillsets. However, within the field of psychology, we know that context is a better predictor and controller of behavior than individual attributes – and inside an organization, this “context” is what we also refer to as “corporate culture.” Culture trumps everything.

Corporate culture is very much like a garden – left unattended, a garden will grow all kinds of weeds and plants that can actually choke out the fruits, flowers, and vegetables you want to grow. But, if you spend time on your garden (if you spend time on your culture) picking out the undesirable weeds (i.e. specific behaviors), it becomes a lot easier to grow the fruits, the flowers, and the vegetables you do want to grow. Culture is cultivated just like a garden.

If employees within an organization are goal-oriented, team-focused, and driven by performance, it's because the culture demands it. Conversely, if an organization has employees that don't care about goals, don't care about teams, and don't care about performance, it's because the culture allows that, as well. This is the difference between working *in* your business vs. working *on* your business. Working *on* your business means *working on your culture* because Culture Trumps Everything.

Participants leave with actionable information regarding:

- Understanding the profit paradox, classic capitalism vs. social capitalism and their implications
- A clear definition of organizational culture
- Examples of the successes and failures created by organizational culture
- Steps for Creating a Culture of Success: Identifying the four factors which predict success in organizations

Value to Participants: Participants will leave with specific action plans outlining what steps are required, strategically and tactically, to implement their "culture factors" as well as individual steps to maximize employee performance. These steps will be outlined for each member in a readily accessible format such that participants can refer to their plan on a daily and weekly basis.

Biography: Gustavo Grodnitzky has a Ph.D. in clinical and school psychology and has extensive experience in interpersonal communications, strategic planning, change management and development of organizational culture. Since the year 2000, Dr. Gustavo has focused on engagements with corporate clients and has worked with Global 1000 companies around the world, as well as with smaller, often family run, businesses. As a professional speaker and consultant, he has delivered more than 2,000 presentations on a variety of topics, including corporate culture, emotional intelligence, building trust in organizations, and integrating multigenerational workforces. Dr. Gustavo has presented at a variety of national and international professional conferences, has written numerous manuscripts for publication and is often called on to review books and manuscripts prior to publication. His book, *Culture Trumps Everything*[®], is available on Amazon and all fine online book retailers.