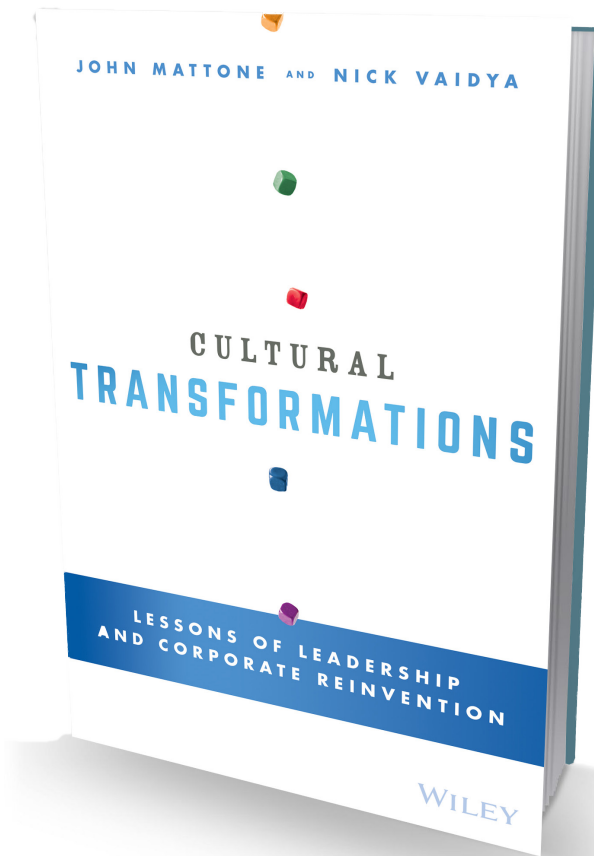


Based on John's New Blockbuster Book Scheduled for Release in
the Spring of 2016 (John Wiley & Sons)

Transforming Culture



The Road to Accelerating Reinvention & Renewal

By

John Mattone

Transforming Culture

The Road to Accelerating Reinvention & Renewal



As in medicine, in the world of transforming leaders, talent and organizational culture, the riveting reality is that prescription before diagnosis *is malpractice*" -John Mattone

In John's newest power-packed presentation (based on in-depth interviews with some of the top CEO's in the world), he reveals the critical steps that must be planned-out and executed in order for any organization to create and sustain a renewed, winning culture that engages, inspires and unleashes talent in support of driving breakthrough results.

Culture is the foundation from which successful organizations are built--however, most struggle to create an environment in which employees can be fulfilled, effective in their work, and feel "unleashed". What exactly is it that makes some organizations achieve and sustain breakthrough success, while others struggle with cultural transformation...whether it involves crafting a new compelling vision and culture or merging cultures? Based on years of research and advising Fortune 1000 CEO's and senior leadership teams and his in-depth interviews with leading CEO's, John Mattone argues that the highest performing organizations both embrace and execute his 6 critical steps to achieving transformation, but transforming culture always begins in the C-Suite with a CEO and senior leadership team that must be willing to be "vulnerable" both individually and collectively. In this dynamic presentation, John Mattone details the essence of what is meant by the "vulnerability decision" as well as the other critical steps that must be executed in order for your organization to effectively accelerate its' own reinvention.