

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 Mattone's newest power-packed program, based on his recent Amazon and Inc. Magazine Best-Seller, *Cultural Transformations* 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.

The road to reinvention and renewal for any organization is based on having a workforce—from top to bottom, who are “centered”, happy, and passionate about making themselves better but also their organization better. The real pathway to achieving sustained success in any organization lies in creating a culture of “centeredness”.

The challenge for global organizations as well as the small to mid-sized entrepreneurial organizations is not “how do we make our people happy”? The real challenge is “how do we ensure that all our people are “centered” so they are poised and passionate to be the best they can be every day? It is through “centeredness”, that passion, happiness, joy and true engagement happens. But, it is culture that drives happiness and engagement and, ultimately, it is culture that drives operating success.

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 transforming their cultures... whether it involves crafting a new compelling vision and culture or merging cultures?

Based on years of research and advising Fortune1000 CEO's and senior leadership teams and his in-depth interviews with 14 global CEO's who are succeeding in positively transforming their cultures, 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 embraced and executed in order for your organization to effectively accelerate its' own reinvention.

