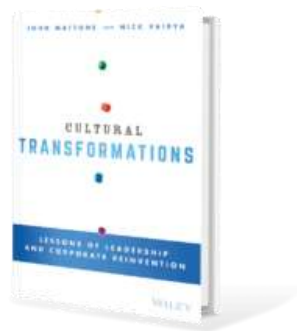




**Best-Selling Author, the #1 Authority on INTELLIGENT LEADERSHIP and the World's #2 Ranked Executive Coach (and, former coach to Steve Jobs)**

## Transforming Culture...The Road to Reinvention & Renewal.

*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—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.

#### **Significant Value-Add for the Client and Delegates/Attendees**

*Attendees are required to take John Mattone’s proprietary Mattone Leadership Enneagram Inventory (MLEI) assessment, which John utilizes in his coaching work with CEO’s and government leaders all over the world. Steve Jobs took the MLEI in 2010, which led to his coaching work with John Mattone. Over 10,000 global leaders have now taken the MLEI. The MLEI is offered for free and is included with John’s honorarium (standard price is \$110 USD).*

*The MLEI takes less than 15-minutes to complete and you will receive an immediate MLEI report detailing your leadership profile, strengths and development needs. For keynotes only, you will participate in a free post-event 15-minute MLEI debrief webinar with John to learn more about your MLEI profile. As a registered attendee to the webinar, you will receive a free copy of John’s eBook “Lessons in Leadership, Culture & Culture Transformation”. Post the webinar, you will have the option to request a personalized coaching session with John Mattone or one of his certified coaches, so you can better understand your unique MLEI profile, better leverage your results and learn important development strategies guaranteed to make you a more effective leader and person.*

*Please Note: For half-day or longer-events, John integrates the MLEI debrief into the actual program.*

**\*Available as a Leadership Keynote, Half-Day, One-Day or Multi-Day Retreat**

**\*\*In today’s disruptive business climate, all organizations must have leaders at all levels who understand, embrace and can execute: creating a working culture that incites and promotes learning and change agility, being more innovative, creative and “thinking big”. The MLEI accurately measures your leader’s strengths and development needs as it relates to all of these critical elements.**