

# Jerry Haney

## Making Culture Pay

(Solving the Puzzle of Organizational Effectiveness)

Keynote Address

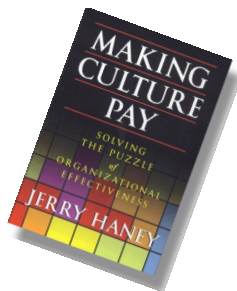


### Jerry's Products

- Keynote Addresses
- Half Day Workshops
- Full Day Seminars
- Daily Consulting
- Comprehensive Cultural Change Process Facilitation
- Executive Coaching

Keynote: \$7,500  
Workshops: \$7,500  
Full Day: \$10,000  
Consulting: By Proposal  
Book: \$29.95

Jerry's Book



**Are you looking for real substance for the leaders of your organization?** Here is the content-rich program you are looking for. Making Culture Pay inspires leaders at every level of your organization to actively embrace Jerry's model for workplace cultural excellence. Great organizational cultures don't just happen. They require every leader, at every level to effectively engage in the process of cultural leadership.

Jerry Haney spent over thirty years actually developing and using his unique model for understanding and developing high performance organizations. He will show the leaders at every level of your organization how to build organizations that:

- Produce outstanding results
- Attract, motivate and retain top talent
- Appropriately change to meet changing conditions

Your leaders will come away excited and more knowledgeable about their role as the cultural leader for their own organization and a powerful force in improving the enterprise-wide organizational culture.

During Jerry's discussion, participants will:

- See the advantages of outstanding workplace cultures
- Come to understand the importance of the role of sub-cultural leaders (subsidiary, divisional, departmental and teams) in building enterprise-wide corporate culture
- Learn the six critical elements of workplace culture and how they must work together to maximize the potential of the culture or subculture
- Execute a survey that will give each leader a sense of the strengths and weaknesses of their existing workplace culture
- Be introduced to a proven process for cultural renewal at any level of an enterprise

Every manager who attends one of Jerry's sessions will be forced to give up the age-old excuse, "I can't fix my culture until my boss fixes his".

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