

# Jerry Haney

## Values in the Workplace

Keynote Address



Jerry Haney, the highly acclaimed author of *Making Culture Pay—Solving the puzzle of organizational effectiveness* is working everyday with organizations all over the country to help leaders build and rebuild organizations that live up to their full potential. Jerry spent over thirty years actually developing and using his unique model for understanding, building and rebuilding high performance organizations.

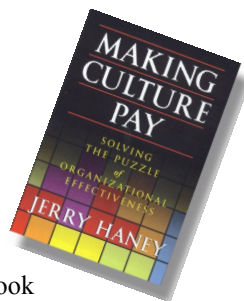
A clear set of 4-6 well-institutionalized core values provides the very foundation for workplace cultural excellence. While many organizations have taken time to determine their core values, they are often just “words on the wall.” To truly become the core values they must move far past simple determination.

Jerry has developed a 30-60-minute message called *Values in the Workplace* to help begin the process of effectively institutionalizing your core values.

### Jerry's Products

- Keynote Addresses
- Half & One 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

During the *Values in the Workplace* keynote, leaders will:

- Learn the role of core values in building high performance organizations
- Come to understand the importance of continually and effectively communicating the core values
- Learn the importance of continually reinforcing the core values and how important the leader's role is in the reinforcement process
- Discover the critical nature of core value enforcement and the price that is paid for not enforcing the values within their organization
- Become excited and engaged in the critical process of core values institutionalization within their own organization and their enterprise as a whole