



Building Your Culture Through Leadership Today



Accept it. We are all spent. We have taken the art of “doing more with less” in the workplace to such a level that one can easily wonder who truly has it better – those that are still working or the unemployed. Throw in the reality of having the Millennial Generation in the workforce, who many think only care about their own well-being, and you may think your culture is doomed. It isn’t. However, it does take a greater diligence of employee engagement than ever before.

What You Will Learn

- **Embracing the “New Normal”**
- **Leading by teaching.**
- **Allowing employees to find their role and their voice within the culture.**
- **Helping staff to understand how they contribute to the growth of the brand.**
- **How *each and every* employee contributes to the execution of the strategy.**
- **Finding the time and *the way* to mentor.**

Who Should Attend

- **CEOs and other “C” level executives that care about their Culture**
- **Supervisors, Managers and VPs**
- **Future leaders and managers**

About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small- to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers’ Credit Union Conference and author of *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *The Credit Union Journal* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.