



## MANUEL PALACHUK

KEYNOTE SPEAKER - CULTURE FANATIC - TRANSFORMATION GURU

# THE CULTURE IMPERATIVE™

## THE COST OF GETTING IT WRONG AND HOW TO GET IT RIGHT

This motivational presentation is the ultimate case study of the destructive power of a toxic culture. It begins with a compelling real-life narrative of one company's pursuit of success that's permeated by nothing less than catastrophe, revealing a deeply flawed company culture.

The captivating and engaging narrative is woven together with stories both humorous and heart-wrenching. It's followed by an in-depth discussion on what went wrong and culminates with a case study on how your organization can avoid the same pitfalls, get the culture right, and make it to the next level.

No matter your organization or endeavor, you are bound to catch a glimpse of yourself in the reflection of the scenarios that are laid out. What may be of greatest value is not what you get from this presentation, but rather what you do with it.

## KEYNOTE TOPICS & TAKEAWAYS

### WHAT'S THRIVING IN YOUR ORGANIZATION? CULTURE OR TOXICULTURE?

Every day, organizations of all sizes deal with a toxic culture. But it's only when faced with significant adversity that the true toxicity is discovered. And by then, it's too late.

### THE CULTURE CONUNDRUM

How do you align your people with your purpose?  
And how do you get everyone on your team pulling in the same direction and chanting the same chant?

### THE CULTURE PERSPECTIVE

The size of your organization does not determine whether you need your people to be aligned to a strong cohesive culture. ALL organizations need alignment to culture.

### THE CULTURE IMPASSE

If you neglect the culture, or simply allow it to grow from the bottom up, you will inevitably find yourself at an impasse, and you will not get to the next level.

### THE CULTURE IMPERATIVE

Culture is everything in an organization, even above strategy. It's what sets you up for success, and it can absolutely make or break the business. Get it right and massive if not stratospheric success is possible. Get it wrong and nothing less than the entire organization is at stake.

### THE CORNERSTONES OF CULTURE™

The cornerstones of culture give us the framework to build a solid, strong, and cohesive culture that can propel any organization to stratospheric success.

### SHARED VISION

Vision is not Mission – It's a view of how the world could be if we succeed. Vision is what your team couples to, gets passionate about; it's what makes them feel like what they do in the world matters.

### THE MISSION

Mission is not Vision – It's the 20-mile march. A clearly defined Mission focuses all efforts and energy like a laser to attain the Vision. It makes the team cohesive and strong.

### THE HUMAN ELEMENT

This is the most valuable resource we have – It is the manifestation of our internal passion, dedication, and drive. Recognize it, nurture it, lean into it, and embrace it!

### CORE VALUES

Values matter! – They can't be bought, sold, bypassed, or compromised. They ultimately determine who gets in, who doesn't, who gets to stay, and who has to go!

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