

## KEYNOTE SPEAKER

Culture Fanatic - Transformation Guru



Manuel Palachuk



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## About Manuel

When I began my consulting career, the first company I took on brought me face-to-face with my most significant business challenge encountered before or since. My objectives were simple and success seemed largely inevitable, but then catastrophe struck. The young Owner and CEO died in a diving accident.

Only when faced with this crisis were the perceived simple flaws in the company culture revealed for the massive structural cracks they, in fact, were. I wanted to give up on consulting! I feared I'd never be able to protect an organization from the toxic people in the world.

### **But instead, I dove in.**

The repercussions of that experience crystallized my already strong belief – culture is everything in an organization, even above strategy! It's what sets you up for success, and it can absolutely make or break you.

From that moment on, I vowed I would never again let any client suffer this kind of destruction because of a poorly seeded, undernourished, or simply undefined culture. Addressing organizational culture would always be the first initiative tackled at the onset of any engagement. Only after taking this stance was I able to see the extraordinary strength and cohesiveness that results from aligning your people with a clearly defined and well-nurtured culture. It becomes a competitive advantage for the organization that is nearly unbeatable.

Culture is at the heart of my first book *Getting To The Next Level*, and it is the subject of my keynote presentation and second book *The Culture Imperative*. With these, my aim is to educate and catalyze culture transformation for any organization in my sphere of impact.

Today, I continue to help teams and organizations pull back the curtain to reveal the true nature of the culture they've cultivated, and then guide them to transform it into a positive, cohesive one by simply laying the cornerstones of culture.

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# Short Speaker Bio

Manuel brings an infectious energy to the stage, inspiring audience members to embrace meaningful change with takeaways for resolute action.

Manuel has run several successful companies, mentored many more, and has presented for and spoken to audiences around the world.

Manuel is the Founder & CEO of the International Culture Initiative™. In his most recent book, *The Culture Imperative*, he tells the cautionary tale of one company's pursuit of success, which is permeated by nothing less than catastrophe.

Manuel holds degrees in Electrical Engineering Technology and Automated Manufacturing Technology. He is an award-winning martial arts student and certified instructor, and as a COPE instructor and Sea Scout Skipper, he has taken teams and crews to top-level honors in their competitions.

Manuel is positioned at the intersection of Culture, Strategy, and Leadership, and transformation is his work.





# Medium Speaker Bio

Manuel brings an infectious energy to the stage. He delivers actionable strategies and tangible takeaways, inspiring audience members to embrace meaningful change and take resolute immediate action.

Manuel has run several successful companies and mentored many more around the world. He has presented for and spoken to audiences all over the world, is a frequent guest on notable industry podcasts, and is a regular contributor of articles for various blogs and magazines.

Manuel is a lifelong student of culture, having studied it up close in both the public and private sectors, in hundreds of organizations across four continents. He is the Founder & CEO of the International Culture Initiative™, a foundation focused on helping organizations and teams get their culture right. His passion for helping teams and organizations build a healthy, cohesive culture is driven by his desire to see the world turn in the right direction, on balance.

Manuel is an award-winning martial arts student and certified instructor, and as a COPE instructor and Sea Scout Skipper, he has taken teams and crews to top-level honors in their competitions. He holds degrees in Electrical Engineering Technology and Automated Manufacturing Technology.

Manuel's first book is *Getting To The Next Level*, a unique culture-centric framework that redefines how every business should approach the development of their business strategy. In his second book *The Culture Imperative*, he has put culture squarely at the heart of the subject.

Manuel is positioned at the intersection of Culture, Strategy, and Leadership, and transformation is his work.





# Long Speaker Bio

Step into the world of dynamic transformation and the pursuit of success with Manuel Palachuk, an influential speaker who has mastered the art of igniting change. His style means that people laugh as well as learn. Manuel will entertain, engage, challenge, and deliver!

Manuel brings an infectious energy to the stage as he weaves a compelling narrative and relatable anecdotes that resonate deeply with audiences seeking to create a better culture for their organization. His thought-provoking insights challenge conventional thinking and encourage a shift in perspective. He delivers actionable strategies and tangible takeaways, inspiring audience members to embrace meaningful change and take resolute immediate action.

Manuel's presentation is more than a speech; it's a personal journey of a transformative experience that captivates and creates a lasting impact with his audience. At the heart of Manuel's message lies the importance of getting your culture right, and the urgency of aligning people with core values.

His electrifying presence and infectious enthusiasm create an atmosphere of motivation that encourages attendees to break through the norms of organizational culture and rethink its significance in business strategy. Whether addressing a room of entrepreneurs, corporate teams, or individuals, Manuel's impact is undeniable. His keynote always triggers continued hallway and table discussions around culture.

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As a consultant, Manuel has put nearly a dozen of his clients on the cover of industry-specific magazines just in the last few years. He helps them create success in their organization, then helps them tell their story so they can aid other like-minded companies with the same struggles. He has presented for and spoken to audiences all over the world, is a frequent guest on notable industry podcasts, and is a regular contributor of articles for various blogs and magazines.

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# Full Speaker Bio

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In Manuel's first book *Getting To The Next Level*, he shares his unique culture-centric framework that redefines how every business should approach the development of their business strategy. Spoiler: It all starts with the culture of the organization at the top of the Pyramid of Purpose™. Along the way, he also lays out a very innovative method of employing Agile in the execution of that strategy.

In Manuel's second book *The Culture Imperative*, he has put culture squarely at the heart of the subject. As he tells the compelling and cautionary tale of one company's pursuit of success, which is permeated by nothing less than catastrophe, he lays out the four Cornerstones of Culture™: Vision, Mission, Values, and The Human Element. It's the ultimate case study of the destructive power of a toxic culture, but it also provides the most powerful solution for revealing and detoxifying your organization's culture. No matter your organization or endeavor, you are bound to catch a glimpse of yourself in the reflection of this captivating story.

In addition to decades of hands-on training of youth and adults in various volunteer and paid leadership programs, Manuel has run Ropes courses, taught Sailing and Rock Climbing, and has helped countless teams and crews to top-level honors in their competitions.

With more than forty years in customer service and thirty years of business and management experience, Manuel has owned several successful businesses, managed several successful IT service companies, and coached or mentored many more around the world. Manuel holds degrees in Electrical Engineering Technology and Automated Manufacturing Technology.

Manuel is also an accomplished athlete, having taken up jogging in 2000 after back-to-back debilitating auto accidents. He has since competed in numerous state and national Taekwondo competitions and won several of those championships. He is a sailor, certified open water diver, and a Third-Degree Black Belt instructor.

Manuel and his wife Laura are avid travelers and consider themselves to be world citizens. He has visited more than thirty countries on four continents and looks forward to adding many more locations and adventures to the list.

