

Culture by Design, Not by Accident

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How leaders build cultures that compound instead of corrode.

“Every organization has a culture. The question is whether yours is the one you meant to build.”

IDEAL FOR

- Executive teams planning a turnaround or post-merger integration
- CEOs and CHROs who suspect culture is a hidden drag on performance
- Leadership off-sites and annual company kickoffs

WHAT AUDIENCES LEAVE WITH

- A working definition of culture that executives can actually measure
- The three signals that tell you a culture is drifting before the engagement survey does
- A simple operating rhythm to make cultural expectations visible in weekly decisions
- Language for naming the behaviors you want to reinforce and the ones you want to retire

HOW IT IS DELIVERED

KEYNOTE

45 to 60 minutes with live Q&A

HALF-DAY WORKSHOP

Keynote plus facilitated team assessment and commitments

EXECUTIVE SESSION

90 minutes, closed door, for C-suite or board

WHY THIS TALK, FROM THIS SPEAKER

Grounded in two decades leading culture and transformation work inside Fortune 500 utilities, nonprofits, and boards.

TO BOOK DR. VIC BAKER

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