



*Strategic | Leadership | Excellence*



## 16<sup>th</sup> Annual Executive Symposium

*featuring...*

**Caroline Fisher, Ph.D.**  
**Principal & Senior Consultant, Culture Solutions  
Group**

### **Culture & Performance in Today's & Tomorrow's World**

*Unleashing Your Team's Culture to Accelerate Desired Results*

**Wednesday, June 26, 2019**

**8:30 a.m. – 3:30 p.m.**

**Venue: The Credit Union House of  
Oklahoma 631 E. Hill Street, Oklahoma  
City, OK 73015**

**McCullough Leadership Group's Executive Symposiums** are designed for leaders and managers from any type of organization (for-profit companies, not-for-profit organizations, educational entities, etc.). Symposiums are 'working sessions' that allow you to begin working and directly applying the concepts being presented. The emphasis is on helping leaders do what they do...*better*, by growing their own *Strategic - Leadership - Excellence*.

#### **Executive Symposium with Caroline Fisher of Culture Solutions Group**

**If you've ever wondered about how to increase engagement**, how to reduce resistance to change, how to increase innovative thinking, how to create a culture of trust, how to minimize 'workplace drama,' how to increase customer satisfaction scores, how to raise the level of quality, and/or how to eliminate 'silo mentality' and other anomalies that negatively impact an organization's productivity, then you'll find this year's Symposium to be a Master Class on the research and core strategies behind how to increase your leadership effectiveness to create a high performance organization.

**This year's Executive Symposium features Dr. Caroline Fisher**, who will share important insights from her years of research and first-hand experience in helping leaders assess, design and develop their organization's culture to support (and accelerate) the performance they desire. It is now understood that every organization, upon inception, begins forming a

**To Register, contact McCullough Leadership Group: [Cathy@MLeadershipGroup.com](mailto:Cathy@MLeadershipGroup.com) / 405.747.5366**

culture (ways of working together, habits and behaviors throughout the workplace) that either support the desired performance—or hinder it. In today’s great organizations, small or large and at any stage of growth, the goal is to intentionally design and develop the culture that will directly support stated strategies and sustained results. Far from ‘soft stuff,’ culture is now known to be the single most potent driver of organizational success.

As with all Executive Symposiums, this is a ‘working’ session designed for you to walk away with an Action List for your own customized next steps.

### Therefore, you and/or your team will leave this Symposium with an understanding of...

- **Culture Basics:** What is this thing called ‘culture’? Where does it come from? What impacts it? What does it impact? Why should we care about this now?
- **Culture’s Link with Organizational Performance:** If ‘culture’ is not ‘soft stuff,’ then what is the hard-core link with your stated strategic intent? What types of cultures drive which specific performance targets such as revenue generation, profitability, sales, quality, reliability, quality, safety, innovation, customer satisfaction, talent retention, employee engagement, strategic focus, and more?
- **Measuring, Designing, & Developing an Intentional Culture:** The Denison Culture Model as a quantitative behavioral map to understand your current culture, define key leverage points and move your organization forward.
- **Making It Real – Case Studies from the Field:** Real life case studies, stories, and lessons learned on the culture path from today’s leaders and organizations of all sizes and in all sectors.
- **Pulling It All Together:** Applying these culture insights, lessons and best practices to your organization – and defining your next steps for leading your organization.

### About Caroline Fisher

With over 20 years of experience in her field, Caroline’s clients include a wide variety of for-profit, non-profit, and public sector organizations around the globe. Clients include Cardinal Health, JP Morgan/Chase Manhattan Bank, Texas Utilities (TXI), Denver Public Schools, Rudolph Food Company, Graphic Packaging International, Girl Scouts of America (& Colorado), Vail Resorts, Conrad Hotels, City & County of Denver, 61 of America’s rural electric cooperative companies, and more.

Culture assessment, design, and development to drive specific business strategies have been primary areas of focus for Caroline. Her expertise also extends to executive team development, leadership coaching and training, organizational alignment, team development, and corporate direction setting. Caroline frequently delivers keynote presentations and workshops at industry conferences and is widely published on the topic of corporate culture as it links with bottom-line organizational performance. Publications include: *Making the Merger Work* (Thompson Financial Publications), *Like It or Not, Culture Matters: Linking Culture to Bottom-Line Business Performance* (Employee Relations Today, John Wiley & Sons), *Consulting on Culture: A New Bottom-Line* (Consulting Psychology Journal), *Why Mission Matters* (in *Leader to Leader Journal*), and more.

Throughout the 1990’s, Caroline served as VP and Senior Consultant for ARC International, a firm specializing in personal and organizational effectiveness with offices in Denver, Hong Kong, Taiwan, and Tokyo. Today, she is Principal & Senior Consultant with Culture Solutions Group. As well, she currently serves as an adjunct faculty member at the Center for Creative Leadership and the University of Denver. Caroline holds a Master’s Degree in Organizational Development & Management and a Doctorate in Organizational Psychology from the California School of Professional Psychology.

### Executive Symposium Agenda

8:00-8:30	Registration & Light Refreshments
8:30-12:00	Executive Symposium with Caroline Fisher
12:00-12:45	Lunch
12:45-3:30	Continuation of Executive Symposium with Caroline Fisher
3:30	Symposium Concludes



## Comments from prior engagements by Caroline Fisher

“Thank you for a superb session. We learned so much and made important organizational and cultural progress. We consider the effort worth every penny.”

*CEO, Large Agricultural Organization*

“Caroline made the complex and sometimes nebulous, overwhelming and intangible concept of culture, well, simple. My only wish is that I’d been exposed to these concepts 20 years ago when I took my first management role.”

*COO, Mid-sized Manufacturing Company*

“Culture really does eat strategy for breakfast! I’d heard that phrase many times, but I didn’t know what it really meant. Now it’s clear that if we don’t have the right culture, it does not matter what we say in our strategic plan!”

*General Manager, Midwest Manufacturing Company*

“Thank you for providing everyone in our group with a great and beneficial session! The content as it comes to fruition during (and after) the meeting is motivational in and of itself - however, it is your personalities and belief in the process that truly provides inspiration.”

*Len Parsons, Manager, Blue Grass Energy*

“It’s embarrassing that, prior to this session, I thought our company’s culture was the responsibility of our human resources department. I now know that culture starts with me and my management team – and I now have the tools to lead us forward.”

*CEO, Rural Healthcare System*

“Had we known then (about culture) what we know now, this bank would be in an entirely different place today. We spent 10 years trying to move forward in spite of our culture. The next decade will likely be very different for both our customers and our employees.”

*Bill Woodward, CEO, Northway Financial*

“I have had a great many gratifying accomplishments in my long career. Tuesday and Thursday rank right up there at the top. What a rewarding experience: WOW. I have you to thank.”

*Del Worley, CEO, Holy Cross Energy, Rural Electric Coop*

“I wanted to ensure you received the feedback on the two-day summit from all of our Senior Managers. They reported that it was simply fantastic. Once again, thanks!”

*Jim Bakas, New Hampshire Electric Cooperative*

“What a wonderful experience yesterday's session was for me. I really took away from it a tremendous number of tangible ideas that I am going to work on. You really reinforced the idea that the human spirit has an infinite capacity to change and grow.”

*Helen Michelbrink, County Engineer, Eagle County Government*