

## "Creating a Positive Culture" Half-day Seminar

Are you concerned about the morale of your organization? Has negativity and criticism crept into your company culture? Does your organization truly demonstrate its core values?



The “Creating a Positive Culture” seminar presents the 3-step “Business of Character” process for enhancing company culture:

1. Make the commitment to character!
2. Promote core values
3. Create a caring community 😊

Participants will learn best practices within each step that lead to positive change in attitude, behavior, and ultimately organizational climate.

### Topics and exercises:

- How to intentionally create a culture of ethics, caring, and excellence
- Leading by modeling character
- 36 character qualities that support company core values
- Best practices for employee recognition
- Integrating character into hiring and evaluations
- Engaging employees
- Assessing your organization’s strengths and opportunities
- Communicating high expectations
- Addressing workplace challenges

*“Employee turnover has gone from 150% to 35-50% and customer satisfaction has increased by 20 points since we started the Business of Character process. We have realized the vision and virtually all of our goals established years ago as a Business of Character. Character is the foundation of everything we do.”*

– Tom Gill, Tom Gill Chevrolet

*“One of the best seminars that I have attended. It lit me up in the core.”*

- Jane Yorn, Safe Passage, Inc.

