

# DAVID J. FRIEDMAN

AUTHOR | SPEAKER | CEO

## How to Leverage Your Culture as a Competitive Advantage

World-class organizations have long recognized the powerful influence their cultures have on the performance of their people, and by extension, the performance of their companies. Not surprisingly, while most organizations allow their cultures to evolve naturally, top-performing ones don't leave this to chance. Instead, they're amazingly intentional about how they create and drive the culture they want to have. How they do it is the topic of this program.



This is not your standard abstract or theoretical program about the importance of creating a vision or mission statement. Rather, it's a practical, actionable, no nonsense program designed to give participants the tools to leverage their corporate culture as a distinct competitive advantage.

As a former award-winning CEO, David Friedman knows firsthand what it takes to build a high-performance culture, and more importantly, he knows the impact it can have on the bottom line. Delivered with his down-to-earth, yet passionate style, and filled with lots of examples from his 27 years of personal leadership experience, David's program covers such topics as:

- How to "institutionalize" your culture and make it more than just a sign on the wall
- Why values are less important than behaviors
- How to integrate cultures through acquisitions
- The role of ritual in sustaining a focus on culture over the long run
- How to maintain and grow your culture even when team members are working remotely

### Value to Participants:

While the content of this program is thought-provoking, and even inspiring, the real value is in the ability to take the concepts and immediately implement them at work. Most participants will describe this as the most practical and actionable program they've ever heard on how to build a high-performance culture.

### Biography:

David Friedman is an award-winning CEO, entrepreneur, author, and renowned public speaker. In 2011, he published his first book, *Fundamentally Different*, which is based on the insights he learned and taught throughout his leadership career. In 2021 he published the second edition of his book, *Culture by Design*, the definitive "how to" manual for building a high-performance culture – even in the new remote work environment. His current company, High Performing Culture, has helped hundreds of companies throughout North America to implement his culture operating system, CultureWise®.

