

LXbD Presents, Shane Green with “Leading and Managing Change”

Shane Green is the Culture Hacker. World-renowned culture expert and consultant, Shane works with Fortune 500 leaders on customer experience and organizational culture. His book, *Culture Hacker*, is recognized as the guide, regardless of your company size, to elevating the employee experience.



With a foundation in hospitality and the Ritz Carlton Hotel Company, Shane has leveraged his expertise and experience to help iconic brands like the NBA, Westfield, Foot Locker, Net Jets Inc., W Hotels, MGM Resorts International, and BMW to reprogram their employees’ experiences, mindsets, and service habits to create loyal customers and raving fans.

Shane works with thought leaders, research groups, and publications from around the world to bring awareness to how companies can elevate individual engagement, performance, and leadership. He is a featured contributor to *Forbes Magazine* and *Achievers*. Shane hosts workshops around the world on building customer experience and culture strategies and is a leading voice in understanding the employee experience and its impact on the customer experience. He has also developed a series of classroom and virtual learning experiences led by his team of certified trainers.

“Once again the programs and training introduced to our leaders and associates have proven to be instrumental in creating change and instituting a culture of excellence in the most challenging of environments. Shane’s trainers’ approach, energy, and insight have been has once again proven successful.”

—John Higgins, COO, Cipriani

“His impact with those he has worked is obvious as they become more excited about their own personal development and that of their peers and teams. This has certainly been a benefit to our company's growth, professionalism, productivity, and ability to take care of our customers.”

—Kelcey B. Marr, HR manager, World Link Media





LX Overview

LX Name: “Leading and Managing Change”

Why This LX Is Important: Navigating an organization and your team through any type of change can feel insurmountable; however, this task is a part of every leader’s role. HR expert Michelle Crosby described it well, “Coming to terms with the culture you have and the culture you want and knowing there are actually things you can do to move your culture from one place to another is every leader’s job.” The only constant is change, so as a leader, you have to be able to ride the waves of change and lead your team through it so that you and your organization can be successful. A defining factor of why companies fail is because they refuse to change and evolve, which ultimately affects your company, your reputation, and your brand. Shane Green’s change module, “Leading and Motivating Change,” is designed to show you how to thoughtfully use both your leadership and management skills to facilitate change successfully.

LX Length: Two hours in-person; 90 minutes virtually

LX Participants: Each in-person session is designed for a maximum of 24 participants. Each virtual session is designed for a maximum of 90 participants.

LX Overview: Change is necessary for any organization, especially when processes have become outdated, the turnover rate has increased, or the culture needs to be re-evaluated. This learning experience is designed so that participants can discover how to tap into their leadership abilities to ensure they and their team can successfully navigate the change process. During this module, participants will understand the importance of their role during the change process and how they are a driving force in successfully motivating their team to implement change. Participants will also have an opportunity to create their own change stories, which will outline the vision of what their desired change initiative will look like and how they will lead their team so that it can be realized.

LX Takeaways: This interactive learning experience is designed with the following outcomes for each participant:

1. Participants will understand why change is necessary for every organization, even though it can be difficult.
2. Participants will learn how to capitalize on their leadership abilities to facilitate change successfully.
3. Participants will discover how to motivate their team and inspire action by developing their own change stories.

Price (for a Certified Trainer): \$2,500 per session