



## LXbD Presents, Shane Green with “Thinking Outside of the Box”

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.

“[Shane’s] impact with those they have 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 Marr, HR manager, World Link Media

“[Shane’s] contribution has been invaluable, and we have seen tremendous change and growth in our managers over the past year. Managers have been inspired to take on new projects, develop closer working relationships with each other, and increase productivity among their teams.”  
—Thierry Grandshire, Grace Bay Club





## LX Overview

**LX Name:** “Thinking outside of the Box”

**Why This LX Is Important:** Shane Green’s creativity and innovation module, “Thinking outside of the Box,” is designed to stimulate creative thinking. Through this learning experience, participants will be encouraged to overcome rationalization and logic to think creatively. Participants will understand how to establish unique problem-solving abilities and learn how to use these skills in high-stress situations and circumstances. As a result of attending this session, participants will be able to understand how to tap into their creative abilities to unleash their imagination. These skills will ultimately help frontline teams understand how to resolve problems quickly, effectively, and innovatively.

**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:** Most frontline teams are familiar with using right-brain thinking (which is responsible for logic, understanding, reasoning, etc.); however, the left side of the brain is a powerhouse of innovative and creative thinking—one that teams need to tap into to discover new ways of thinking and operating and to solve problems in high-stress situations. This module includes unique activities that will stimulate your frontline leader’s creative and team-building abilities. By understanding the power of creativity and understanding how to use resources differently, these participants will come out of the learning session better capable of resolving any problem effectively and creatively.

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

1. Participants will discover how to think outside of the box and what keeps people inside of it.
2. Participants will understand the definition of creativity and how they can tap into the left-hand side of the brain, which is responsible for their imagination.
3. Participants will review the elements that are necessary to encourage creative thinking.

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