

LXbD Presents, Shane Green with “Culture Hacker Workshop”

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 understands, at a deep level, what moves employees and cultures to greatness.”
 —Linda Fisher Thornton, CEO of *Leading in Context*

“Shane draws on hard-won experience to offer smart, subtle, and exact ways to make your organization a better place to work, and a place that works better.”
 —Michael Bungay Stanier, author





LX Overview

LX Name: “Culture Hacker Workshop”

Why This LX Is Important: Culture is defined as the collective mindset and attitude of your employees. The mindset an employee brings to work every day determines how they will take care of your customers, how much effort they will put into their work, and whether they will stay with you long-term. The impact of a negative culture within an organization is tremendous. Bad customer interactions, high turnover, and underperforming employees cost organizations—depending on their size—thousands, millions, and even billions of dollars. The research from across industries is clear: When your employees are more engaged, your company is more productive and profitable, leading to better shareholder returns. Shane Green’s Culture Hacker methodology will help you understand your employees’ mindsets. And by participating in this workshop, you will learn both how to design a strategy to elevate their experience and execute it through a thoughtful and peaceful change process. The Culture Hacker methodology is proven to improve your customer satisfaction, employee retention, and organizational performance.

LX Length: Two days in-person

LX Participants: Maximum of 12 participants

LX Overview: Shane Green’s “Culture Hacker Workshop” is designed to teach his proven-successful philosophy to exponentially increase your customer satisfaction scores, employee retention rate, and productivity. This workshop will help you learn how to reprogram your employee experience to build a culture both your employees and customers will rave about. This program will also focus on how to develop everything your organization needs to be successful from the ground up: creating tangible values with supporting behaviors to implementing a strategic recruitment strategy to learning how to enable and empower your team. With interactive, hands-on discussions and team-building exercises, organizational leaders will leave this workshop equipped with the tools and tactics to create a memorable and effective culture for their organization.

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

1. Leaders will review how to create tangible values with actionable, supporting behaviors.
2. Leaders will discover how to create a strategic, effective recruitment strategy.
3. Leaders will learn how to develop an onboarding and orientation program.
4. Leaders will understand the importance of enabling and empowering their team and how to practice these behaviors in their roles.

Price (for a Certified Trainer): \$15,000 per workshop