

LXbD Presents, Shane Green with “Effective Communication”

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] approach, energy, and insight have been again proven successful.”

—John Higgins, F&B director, Waldorf Astoria Hotel

“[Shane’s leadership training] 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: “Effective Communication”

Why This LX Is Important: There is a common misconception among leaders and supervisors that as soon as they get a title or position of influence or power, they immediately become good leaders and effective communicators. When they talk, they assume people listen. And when they ask for something, people oblige. Unfortunately, this is not always the case. The reality is that when the supervisor communicates, what is being said is often not understood. And this kind of misunderstanding is bound to cause problems that will cost time and money to fix. Ultimately, when you explain why something is important and what is expected, you must ensure you are understood. This learning experience aims to teach leaders the fundamentals of effective communication to ensure understanding across the organization.

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: Shane Green’s leadership module, “Effective Communication,” aims to target the necessary communication tactics every leader needs to adopt. When it comes to effective communication, the burden is on the communicator, not the recipient, to ensure the message is clear and understandable. As supervisors and leaders, you deliver important information that is vital to your team’s success. As such, it is your responsibility to make certain everyone on your team hears and understands your messages. This learning experience is specifically designed to help leaders develop the skills necessary to effectively communicate, listen empathetically, and have productive conversations with their team members. By the end of this learning experience, leaders will be equipped with the tools and tactics necessary to ensure they communicate effectively so that their teams understand each of their messages.

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

1. Participants will learn how to communicate verbally and in writing effectively to their teams.
2. Participants will discover how to listen empathetically.
3. Participants will review the three key conversations/meetings you must be having with your employees.

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