

LXbD Presents, Shane Green with “The Five Traits of Inspirational Leaders”

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:** “The Five Traits of Inspirational Leaders”

**Why This LX Is Important:** In their novel, *Primal Leadership*, Daniel Goleman and Richard Boyatzis researched the impact of a leader on an employee and their teams and found: “70% of employees perceive the climate of their organization to be traced to the actions of their immediate manager.” Their findings are noteworthy, as all leaders need to understand how they affect their teams and, consequentially, organizations. Although organizations can consist of numerous managers, few have leaders—those who inspire others to want to be their best and deliver the best customer experience. In this inspiring learning experience, Shane has identified the five essential traits leaders need to adopt into their role to become the inspiration their teams need to succeed with customers and in 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, “The Five Traits of Inspirational Leaders,” aims to pinpoint the necessary leadership traits and habits every leader needs to adopt. As supervisors and managers, you have a phenomenal impact on your employees, how they treat your customers, and the success of your organization. In this module, you will review the importance of both your management responsibilities and leadership tasks and how to toggle between the two as required with your teams effectively and appropriately. By understanding the fundamental tasks that both of these roles require, you will then learn during this course the necessity of when you need to engage in your leadership role—a role that is intended to inspire those on your team to want to be their best and do what you need them to do so they and the organization can be successful. By the end of this learning experience, leaders will be equipped with the skills and traits necessary to adopt in their role so they can begin inspiring and leading their teams successfully.

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

1. Participants will understand the ripple effect their leadership roles have on their employees and their organization.
2. Participants will learn the differences between leadership and management and why both are necessary to incorporate into their roles.
3. Participants will review the five essential traits they need to adopt to become an inspiration to their teams.

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