

LXbD Presents, Shane Green with “Why Values Are Key to Organizational Performance and How to Leverage Them Correctly”

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: “Why Values Are Key to Organizational Performance and How to Leverage Them Correctly”

Why This LX Is Important: Shane Green’s “Why Values Are Key to Organizational Performance and How to Leverage Them Correctly,” is designed to detail the role of an organization’s values. Far too often, many organizations have created defined values; however, these values don’t serve as a tangible resource and means of operating for the organization. Instead, values are merely made visible on a website or office wall but have little relevance and lack meaning. As a result of a lack of tangible values, the organization’s culture ultimately suffers, and so too does employees’ performance. This learning experience is designed to reveal to participants the importance of values, how to create tangible, actionable values, and how values can be correctly leveraged 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: Values serve as the foundation of any organization’s culture. However, many organizations generally dismiss them or don’t use them as intended. This learning experience defines the role in which values play for an organization: as a means of describing how work is accomplished; how staff interacts with other team members and customers; and any decision-making required (whether hiring, firing, responding to crises, or setting a vision). During this learning experience, participants will understand the importance of each organization’s values and how to create tangible, associated behaviors that specifically describe how these values will be expressed within every individual’s role. With interactive discussion and activities, participants will walk away from this learning experience with a better understanding of the importance of values and how they can create actionable behaviors that will embody each of the organization’s values.

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

1. Participants will learn what values are and how they positively impact a company and its performance.
2. Participants will understand why values are critical to performance and how to use them when coaching.
3. Participants will consider how to leverage values throughout the organization to enhance the employee and customer experience.

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