

LXbD Presents, Shane Green with “How to Be a Culture Champion”

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: How to Be a Culture Champion

Why This LX Is Important: When it comes to culture, managers matter more than anything else because of how they communicate, coach, and set their teams up for success. They must be comfortable and confident with the mission, vision, and values of the organization. They need to be able to talk about why the organization exists, what it does, and how people should perform. The mission, vision, and values often form the foundation of an organization's culture, and all managers need to be able to explain, discuss, demonstrate, and lead these by example. When managers are not leading or championing the mission, vision, and values, then the fundamental aspects of the business, brand, and culture lack credibility and relevancy. Managers must understand that culture is no longer an HR thing but a business thing—something that every manager has to have responsibility for and lead with confidence.

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, "How to be a Culture Champion," will be customized to your organization's mission, vision, and values so that participants will understand how each of these impacts their organization and people. The module will highlight the importance of leading by example, explaining why, communicating with clarity and confidence, and coaching effectively.

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

1. Participants will understand company culture, how the mission, vision, and values drive performance, and why each of these is necessary to an organization.
2. Participants will consider how to lead by example and explain why the mission, vision, and values are essential to their people.
3. Participants will review how to communicate effectively across various platforms.
4. Participants will learn how to provide effective feedback on important behaviors and coach employees to evolve their habits.

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