

## Jason Jennings

Best- Selling Author & Authority on Business Leadership and Productivity

Culture: The Six Secrets Every organization has a culture; it's either the one they want, work and deserve or the one that exists by default is everybody looking out for themselves! After researching and studying more than 220,000 companies for eight NY Times, WSJ and USA TODAY bestsellers author Jason Jennings has concluded that at the end of the day, 'only culture counts.'

"As few as a few years ago when the subject of culture came up," says Jennings, "you quickly discovered that the responsibility for culture had been handed off to one department or another. Today," he says, "you won't find a CEO or leader anywhere who doesn't recognize that their companies culture is the only real asset they own," adding, "I haven't had one recent high level conversation where the subject of culture wasn't at the forefront of the discussion. Leaders know they own the culture piece and that getting it right provides the competitive advantage required to remain relevant and prosper."

Lots of people have written good books and delivered great speeches on the importance of culture and done the heavy work of making companies aware of the importance of culture. But, what happens next? What steps should the company take to have the culture they want? Having written landmark books that have achieved cult status about speed, growth, innovation, productivity, leadership and innovation Jennings and his research teams have uncovered precisely how great companies with strong cultures radically outperform their competitors and have uncovered the six secret steps required to build and maintain a high performance culture. These include:

- A shared purpose about doing well by doing good
- A set of guiding principles/values that are known and practiced by everyone
- Getting everyone on board the growth bandwagon
- Becoming adaptable by letting go and being open to constant change
- Constantly celebrating the culture they've created
- Getting everyone to understand their role as stewards of people, customers, suppliers, investors and owners and the world

Failure to nail even one of these vital steps threatens the ability to create, maintain and move forward with a bullet proof, winning culture.

In either 60 minute or 90 minute keynote or a three-hour speech (with a 30 minute break) Jason Jennings teaches all six steps with vivid, edge of the seat, contemporary case studies and stories and concludes with specific instructions on what each step means to you and your or organization and offers step-by-step guidance on what to do to build a world class culture.

Prior to your event Jennings conducts a 90 minute Discovery conversation with the person/people who 'own' the event and conducts twelve additional interviews with other leaders/attendees to make certain he knows the company, the terrain, the challenges and opportunities and who and what the enterprise wants to become

The Five Secrets for Creating a Culture of Urgency and Growth. Based on his new book *The High Speed Company: Creating Urgency and Growth in a Nanosecond Culture*

, Jason Jennings shares a riveting, fast-paced presentation about how to create a culture of urgency, including developing a “cult of communication” that enables growth. Filled with great stories, case studies, and immediately actionable takeaways, he challenges organizations to tackle the statistic that only one third of their employees are engaged at their jobs and offers ways to create urgency and purpose in the workplace.

(This speech can be presented as a 60 or 90 minute keynote (with or without Q&A) and can also be delivered as a half-day or full day program).

Reinvention – The Six Secrets of Change. This keynote is based on Jennings book, *The Reinventors –How Extraordinary Companies Pursue Radical Continual Change*, which identifies more than 100 companies that have made constant change an integral part of their DNA. By examining innovative businesses such as Apple, Capital One, Starbucks, Arrow Electronics, Nucor Steel, Smithfield Foods and many more, Jennings identifies six points, tailored to your organization’s needs that will help you crack the code on change. Key findings include the fact that successful reinventors are committed to double digit annual growth, letting go of yesterday’s breadwinners, conventional wisdom and ego, making lots of small bets and getting and keeping everyone on the same page.

(This speech can be presented as a 60 or 90 minute keynote (with or without Q&A) and can also be delivered as a half-day or full day program).

The Five Shared Growth Secrets of the World’s Best Performing Companies and Leaders. This is the crowd pleaser that’s received standing ovations from hundreds of thousands of people in scores of countries around the world. Jennings’ research has revealed five vital leadership traits that are shared by the most enduring and best performing businesses and organizations in the world. This information packed and dynamic speech not only provides the roadmap for achieving long lasting business success but leaves people believing they’re all on the same team and capable of carrying out the mission ahead of them.

(This speech can be presented as a 60 or 90 minute keynote (with or without Q&A) and can also be delivered as a highly interactive half-day or full day program).

The Need for Speed – How to Get Everything Done Faster. If your audience is being asked to move faster and get more done with less, this keynote speech will deliver results! It’s based on content from the NY Times bestseller, *It’s Not The Big That Eat The Small –It’s The Fast That Eat The Slow*, and USA TODAY named it one of the 25 most important books of the year. It’s brutally honest; fast paced and provides a roadmap for getting things done.

(This speech can be presented as a 60 or 90 minute keynote (with or without Q&A) and can also be delivered as a highly interactive half-day or full day program).

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