

Jessica Kriegel

Chief People & Culture Officer at Experience.com, Author of *Unfairly Labeled*, Speaker on Managing Different Generations

THE CULTURE EQUATION: How to build intentional cultures that *power your strategy and accelerate performance*.

The Culture Equation strategy in this keynote demystifies the ‘woo’ of culture and demonstrates how to create an intentional culture to realize sustainable profitability and excellence.

This program is perfect for organizational leaders who:

- Are looking to get more out of their team, but unsure on how to create a renewed culture.
- Have been operating in an ‘accidental’ culture rather than an intentionally crafted one that powers your strategy and performance.
- Want a step-by-step process to build intentional cultures to achieve business goals.

SPEECH TAKEAWAYS

- An inspired perspective that managing and championing culture transformation is entirely possible and even simple.
- Steps to cultivate an intentional culture that powers your business strategy and accelerates performance.
- The roadmap, education and motivation to take the first step to be becoming a champion of The Culture Equation

WHY A CULTURE OF EMPLOYEE FULFILLMENT OUT-PERFORMS EMPLOYEE ENGAGEMENT: Overcoming low engagement, the loneliness epidemic, and other morale killers to *drive performance through your people*

Employee fulfillment is key to executing your strategy. Jessica helps her audience analyze barriers to fulfillment such as power dynamics, and misplaced competition, and presents an innovative model where your culture sees each employee as a whole person.

This program is perfect for leaders who are:

- Overwhelmed by the push and pull of the urgent day to day deliverables vs. the long term health of the organization.
- Dealing with low morale, low employee engagement, or leadership challenges that seem to have no clear root cause.
- Motivated to create a work environment that not only gets results, but also creates a sense of purpose for everyone on the team.

SPEECH TAKEAWAYS

- A new understanding of employee engagement and how to drive true motivation at every level of the organization.
- A framework to balance the day-to-day struggle of doing what is urgent vs. what is important
- A step-by-step process to drive real business results through increased employee motivation and a culture of purpose.

A CULTURE THAT WORKS FOR ALL GENERATIONS: Disrupting the way we think about generations to attract, engage, and retain all employees

Dismantling Gen Z or X or whatever the next trendy label is. Citing extensive academic research from her book, *Unfairly Labeled*, Jessica provides a refreshingly enlightening and data-driven perspective on how multi-

generational organizations can strip away stereotypes and biases to realize a common purpose and performance.

This program is perfect for organizational leaders:

- Struggling with inter-generational differences in communication styles, preferences, and expectations
- Looking for solutions to bridge the gap between all generations in the workplace
- Tired of hearing the same old stereotypes about Millennials, Generation X, and Baby Boomers.

SPEECH TAKEAWAYS

- A new understanding of what generational differences really are, and what they are not.
- A toolkit for facilitating inter-generational understanding at all levels of the organization
- Seven steps to bust generational stereotypes and become an agent for change within your organization

HOW UNCONSCIOUS BIAS GETS IN THE WAY OF CREATING THE CULTURE YOU WANT: The key to building intentional culture that drives performance is understanding how our unconscious bias is enemy # 1.

Leaders struggle to create the culture they want because they do not realize how their own and their teams' bias is working against them. Jessica educates her audience on the signs and symptoms of unconscious bias, and provides practical tools for leaders to overcome their own unconscious bias.

This program is perfect organizational leaders who are:

- Striving to create culture that supports your business goals, but struggling to get the results you expect
- Wanting to take their leadership to the next level by identifying and removing blind spots
- Champions of diversity and inclusion, looking for tools to take their advocacy to the next level

SPEECH TAKEAWAYS

- A sure-fire tool to identify and overcome unconscious bias within yourself.
- A framework for overcoming unconscious bias within your organization.
- Steps for creating the culture you want despite the obstacle of unconscious bias in your way.

MAKE YOUR STRATEGY WORK ON THE FRONTLINE: When we lose our why, we lose our way. Ensuring your strategy works for everyone.

Global studies show that only 5% of employees understand their company strategy.

This is because strategy creation has traditionally been an absent or insular habit - and as a result, strategy execution fails. In this keynote, Jessica shares a framework for a strategy that gives everyone in the organization a 'why' as well as metrics to measure success.

This program is perfect for organizational leaders who:

- Either don't have a strategy, or have a strategy that isn't accelerating performance and driving culture
- Think they could leverage their strategy for added value if only they knew how
- Understand the importance of a strategy that includes everything from the why to the metrics to measure success.

SPEECH TAKEAWAYS

- A template for a strategic plan model that can be implemented for any organization
- A communication plan for how to distribute the strategy so that it touches every employee
- A development plan to be distributed to each employee so they can tie their personal objectives to the strategic plan