

WORKPLACE CULTURE: A STRATEGIC DIFFERENTIATOR



Cam Marston, acclaimed author, columnist, blogger, and lecturer, is the leading expert on the impact of generational change and its effect on the marketplace.

A strong workplace culture is a recruiting tool. It's a retention tool. It's a motivator for employees to come to work every day and feed off the culture and then contribute back to it. Strong workplace cultures foster higher performing teams. They reflect the purpose of

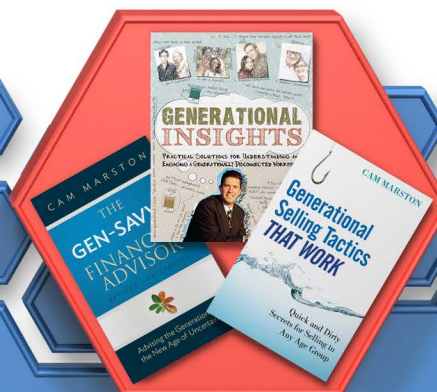
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SUCCESSFUL
WORKPLACE
CULTURES TAKE

the business whether it is customer first, constant innovation, or growth for the future.

WORK AND A LOT OF
MAINTENANCE.
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Successful workplace cultures aren't accidental. They are carefully and intentionally built by management and

leadership. Successful workplace cultures are, in fact, purposeful. But they are not easy to build. They take work and a lot of maintenance. Learn how management and leadership can prioritize which actions to take that will have the greatest ROI in making your workplace culture a strategic differentiator.



For more information please contact:
HELEN BRODER
Business Manager
Helen@GenerationalInsights.com
910.256.3495
GenerationalInsights.com

