



Assessing and Influencing Culture Online

How to evaluate company culture to ensure the success of your strategy
Part of the Strategic Leader Certification



Your instructor:

Matt Kanz is the Director of Continuous Improvement for Jack Link's Protein Snacks. He supports a global network of locations, feeding team members wild side through sustainable change. He holds a bachelor's degree in Technical Management and has spent nearly 20 years creating, developing and leading teams. Early in his career he led an award-winning greenfield project, engineered a major site turnaround and orchestrated a multi-year and site consolidation.

To make recommendations on what to change about a culture, we first need to understand the current culture and history. This course will help learners adapt a 5-part process to assess their own culture and ultimately make strategic recommendations to improve it.

Course Objectives:

- ◆ Identify alignment of objectives to strategy
- ◆ Utilize company financials to determine trends & opportunities
- ◆ Interpret company values both stated and unstated
- ◆ Distinguish org charts and distribution of talent
- ◆ Evaluate company culture to ensure future success
- ◆ Identify SME's already in the business to support execution
- ◆ Formulate action plan based on culture case study

Who Should Attend: Middle managers and Directors. Participants should currently have responsibility for a team.

Thursday, October 22, 2020 9:00 a.m. – 12:00 p.m.

Fee: **MA members** \$275 per person **Non-MA members** \$375 per person
Receive a 10% discount if you register 14 days prior to the event

This workshop is online. Minimum requirements: Computer with speakers and/or headphones; dedicated screen for meeting time; Internet connection; ability to download Zoom.

Register: Registration is required. Reserve on-line at www.mfrall.com, by 3:00 pm by October 20, 2020. You will be sent login credentials in advance of the workshop. **Your satisfaction is guaranteed.**

Cancellation Policy: **No refunds** for cancellations after 3:00 p.m., October 20, 2020, or for no-shows at workshop.