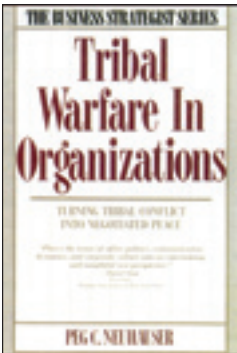


# Peg C. Neuhauser

*Speaker* ◆ *Author* ◆ *Consultant*



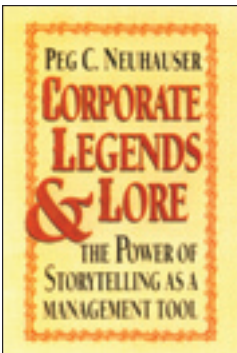
## Build a Corporate Culture that Helps Your Organization Succeed

### How to Make Your Organization's Culture More:

- Innovative
- Collaborative
- Agile...decisive & high accountability
- Post merger blending of cultures

### Keep It Simple...Practical Approach That Is Easy to Implement

- Elaborate theories about corporate culture don't help you take action to trigger rapid change.
- Focus on your habits...Do your day-to-day habits match your goals?
- If you change your habits, you change the culture.



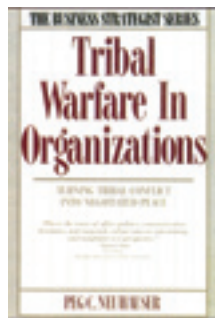
### Profile

- Internationally known speaker and consultant.
- Author of four books on corporate culture, collaboration, and burnout.
- Focuses on practical tips for action and industry stories of how other organizations succeed.
- Specializes in interaction and discussion with audiences.

*Preview video and more detailed information available on request*

**W**hen the marketing staff always complains about production staff, or the sales force makes promises customer service says it can't deliver, this is tribal warfare. Those interdepartmental conflicts form one of the biggest and most costly productivity problems in organizations, draining as much as a million dollars worth of management time annually from a medium-sized company. Understanding how to recognize and deal with tribal conflict is an important element of a company's ability to survive and grow. Neuhauser shows how to bridge the gap between factions that inevitably arise in organizations.

*Published by Harper Collins*



**S**tories are the single most powerful form of human communication. People remember and believe information if the delivery of that information includes a story. Neuhauser described the art of storytelling in the workplace and suggests many ways to use stories for attaining corporate and personal objectives. Whether giving a leadership speech, working to build a strong culture and high morale, or talking with a customer, stories are an essential ingredient in effective communication.

*Published by McGraw-Hill*



**D**oes your organization have the right culture to help you accomplish your goals and retain your talented employees? Corporate culture is a major component of the infrastructure that drives the organization in the direction it has set for itself. Culture is often defined as “the way we do things around here.” If there is a clash between the culture and the business strategy, the culture will win every time. No matter what a company says it intends to do, people's behavior determines what really happens. Neuhauser provides practical tips on how to build and maintain the culture you need.

*Published by John Wiley & Sons*



**A** timely, positive approach for the uneasy times we are living in. Millions of people are living in a general state of anxiety and stress, constantly on the edge of burnout. We all face pressures of work, family and personal demands, and an uncertain economic environment. And yet, there are thousands of success stories every day about how people are surviving through the hard times, sustaining themselves and others, and accomplishing amazing feats in tough circumstances. Many of us are actually much more successful at not burning out than we give ourselves credit for. Neuhauser taps into the good news about how people avoid burnout. She provides tips, advice, and motivation for everyone who is struggling to keep their head above water. It helps you to identify your own strengths and successes, to learn from others' experiences, and provides inspiration along the way.

*Published by John Wiley & Sons*

