



# Dallas-Ft. Worth

## A Company of Owners: Maximizing Employee Engagement

### Session Details

Faculty:	Dr. Daren Martin	Date:	Tuesday, February 25, 2020
Location:	Las Colinas Country Club 4400 North O'Connor Road, Irving, TX 75062	Sign In:	8:30 AM
Phone:	(972) 541-1141	Session:	9:00 AM - 4:00 PM

### Session Description

This course is brought to you by Dr. Daren Martin who is known as The Culture Architect. Great company cultures do not happen by default, they happen by design. Knowing how to create a great company culture in your work environment or on your team is one of the most valuable skills you can develop as a leader.

### Biography

Dr. Daren Martin - The Culture Architect advises, speaks, and writes books on Company Culture, Employee Engagement, Sales, Leadership, Customer Experience and more. His bestselling book, A Company of Owners has sparked positive change at companies around the world and has been called "Best book I have read since Good to Great". Other titles include, Whiteboard: Business Models That Inspire Action, Unbeach Your Company: Learning to Swim in the New Ocean and The Sink: Radical Transformation with One Small Change. Dr. Martin provides Keynotes for a wide range of Conferences and Industries including Oil and Gas, Healthcare, Financial, Hospitality, and more as well as for Associations and Franchise groups. He uses captivating stories, relatable examples, and powerful hooks to keep attendees coming back to what they learned, while accelerating meaningful change. Dr. Martin's thought leadership and change strategies in transforming companies earned him the title The Culture Architect. Dr. Martin ran his own business for 20 years and for the last 11 years has been a Trusted Advisor for Fortune 500 companies, organizations, and small business owners from a wide range of industries. He has been in over 40 countries. He is also the CEO and Founder of The Global Company Culture Association - a member organization committed to improving workplace culture around the world.

### Time Allocation - Topics

#### 20% The Case for Culture

- Failing Cultures
- Winning Cultures
- Benefits of creating a great Company Culture
- Company Culture Killers
- Types of Cultures

#### 40% The ABCs of Architecting a Company of Owners

- A Achieve The Value and Importance of Identity
- B Belonging Building a True Enterprise
- C Creating Meaning
- Space Getting it Right

#### 30% The Core Behaviors of an Owner

- Showing Up
- Leaving Things Better
- Going to The Ball
- Responsible
- Bring a Plan Not Just an Idea

#### 10% Application

- Map Out Your Own Plan for Culture Transformation

FOR REGISTRATIONS PLEASE CONTACT: **Mike Godwin**

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