

**better  
culture**

**THE**  
**MINDSET  
LEADERSHIP  
PROGRAM**

**AN IN-PERSON PROGRAM FOR EXECUTIVES,  
DIRECTORS, AND KEY DECISION-MAKERS**

In partnership with



*"BetterCulture is more than leadership curriculum. It's invaluable insight, real-world tools, and shared vocabulary wrapped into an experience that moves the needle for leaders. BetterCulture training elevates up-and-coming leaders and challenges even the most seasoned managers to think smarter and does it quicker than any other program I've seen."*

- **Dusty Davidson** Co-Founder and CEO, Workshop

# A Tour Through the Minds of Phenomenal Leaders

## LEARN REAL LEADERSHIP:

The proven intellectual capital that helped build a five-time #1 Best Place to Work. Enrich your professional network and become a better leader!

## PROGRAM OVERVIEW

### Leadership and Culture

Setting the stage for the rest of the training program, we will examine some of the foundational understandings and insights that are used by exceptional leaders to win the war for talent and achieve lasting business success.

### Recruitment and Selection

All companies want to be populated by employees who combine great talent with outstanding character traits and to then place those individuals in positions where they can excel. BetterCulture's recruiting insights and easy-to-remember diagnostic tools will help you achieve this crucial goal.

### Building Stars

Star employees are created by outstanding leaders who know how to use the power and influence inherent in their position to develop an otherwise ordinary employee. BetterCulture will show you how supervisors can better accomplish this most exciting and rewarding aspect of leadership.

### Instilling Pride and Ownership

Great companies are populated by employees who feel a deep sense of pride and ownership in their company. Such employees will demonstrate loyalty, and the quality and quantity of their work production will be outstanding. This section reviews specific techniques that you can use to infuse staff members with a greater sense of personal investment in their work.

### Compensation

The fundamental nature of the relationship between an employer and employee is an exchange, i.e., the employee's labor and expertise in return for monetary compensation from the employer. The nature and process of this exchange is one of the most powerful tools an employer holds for shaping employee behavior and attitude. BetterCulture will cover both theory and concrete examples of different approaches to compensation that have been shown to positively impact employee satisfaction and loyalty, as well as the organization's overall cultural health.

**FORMAT** Two Days  
16 Hours of Content!

**DATES** 2022 Program  
Tuesday, Sept. 6th 8:30am-5:00pm  
Wednesday, Sept. 7th 8:30am-5:00pm

**WHERE** Embassy Suites La Vista  
12520 Westport Pkwy  
La Vista, NE 68128

**COST** \$3,250  
Members of our partner organizations (Chambers, HRAM, etc.) qualify for a \$500 discount

**REGISTER** [BetterCulture.com/mlp](https://www.betterculture.com/mlp)

*HRAM is excited to partner with BetterCulture to bring high-level leadership training to our members. Given the quality and depth of its materials and insights, BetterCulture is an ideal partner to help HRAM elevate the HR profession, and our member professionals, to new heights."*

- Sarah Schulz  
Executive Director  
Human Resource Association  
of the Midlands (HRAM)

*This program is capable of engaging and challenging even the most experienced leader. We're beyond professional development here - these insights can add a new layer of brilliance to the way we manage and lead. A proud partner, we look forward to seeing BetterCulture's expertise and Omaha's talent come together to elevate our businesses and strengthen our region."*

- David G. Brown  
President & CEO  
Greater Omaha Chamber

*If you want to build a great culture and have an engaged workforce, it starts with great leaders. We have been fortunate to utilize BetterCulture to further develop our leaders, and I highly recommend their training. BetterCulture teaches leadership principles that you want everyone, regardless of how long they have been a leader, to be well versed in."*

**- Curt Becker**

Chief Financial Officer  
American National Bank

*I have had the opportunity to attend a number of leadership training seminars. Without hesitation, I would endorse the MindSet Leadership Program as one of the best I have ever attended."*

**- Cindy Powers, SPHR, SHRM-SCP**

Chief Administrative Officer  
Seldin Company

### Decision-Making

Few things are more basic to business success than responsive and capable decision making. This section of the MindSet Leadership Program will teach you potent decision-making techniques and processes that leaders use to generate first-rate conclusions, as well as some of the more common decision-making pitfalls that lead to poor outcomes.

### Mastering Conflict

Leadership often brings with it the challenge of managing conflict, and for many this constitutes their single greatest source of stomach acid and professional disaffection. BetterCulture can be used to train leaders throughout your system to more accurately diagnose and effectively (and sometimes proactively!) manage a variety of conflict situations.

### Dealing with Problem Employees

Almost every company has a noticeable bottom 10% – those employees who contribute little to the company's success while making life miserable for leaders and colleagues alike. Competent leaders must possess the knowledge to identify, engage, control, improve, and (if necessary) remove these employees. BetterCulture will explain many useful insights and techniques that outstanding leaders use to effectively deal with these cultural poisons.

### Team Chemistry

Even the best teams will occasionally become dysfunctional for a variety of reasons, and they seldom right themselves without the intervention of competent and purposeful leadership. In this section, BetterCulture provides insights and specific techniques that can be used to diagnose and treat lousy team chemistry.

## The BetterCulture Toolbox:

### TESTED TECHNIQUES THAT WORK!

In addition to learning scores of leadership insights, the MindSet Leadership Program will equip you with an array of more than 30 practical tools, instruments, and processes designed to allow you to make an impact on your organization. Here are just some of the tools you will acquire:

- ✓ How to better predict who has the potential to be a successful supervisor
- ✓ How to create a dynamic career ladder program for select employees
- ✓ A step-by-step process that will help supervisors improve their ability to conduct difficult employee conferences
- ✓ The power of active listening and how you can become a skilled coach for others
- ✓ A demotion process that will maximize the likelihood of successful change
- ✓ How to design and implement an effective mentorship program
- ✓ Specific steps you can take to make any bonus program more impactful
- ✓ Three steps that can help you win any wrongful discharge hearing
- ✓ The BetterCulture Team Assessment tool: 15 measures that will give you a valid reading on the cultural health of any given work group
- ✓ And many more...

# Attract, Build, Motivate, and Retain Great People

*The MindSet Leadership Program is the one leadership training program that I have ever gone through that I thought had real value. BetterCulture did not just focus on management tricks to squeeze more out of my team, but on making me into a better person and helping my team members to be better people."*

**- Bradley Burgess**  
Chief Technology Officer  
Orion Advisor Services LLC

*The MindSet Leadership Program was absolutely wonderful. I didn't know what to expect before I came to the first session, but my experience was top-notch! Thank you all for putting together such a great curriculum. I'm confident I will use my learnings from these past weeks for the balance of my career."*

**- Walter Duda**  
AVP - Journey Management  
Physicians Mutual

*QLI is proud to claim the distinction of being the home of BetterCulture leadership, and we still today relentlessly reinforce BetterCulture concepts and techniques with all of our leaders. As a result, the BetterCulture approach is deeply embedded into our culture, and it is responsible for much of our growth, cultural health, and business success. I would strongly encourage any CEO or owner to get your executives and supervisors trained as BetterCulture Leaders."*

**- Patricia Kearns**  
President and CEO  
QLI

*When it comes to leadership development, BetterCulture has developed a huge toolbox from which they can construct a highly engaging training series that will yield immediate results for participants. I believe an investment in BetterCulture training will pay for itself many times over."*

**- Todd Darnold, Ph.D.**  
Director of Leadership Programs  
Heider College of Business  
Creighton University

*I attended the MindSet Leadership Program based upon the recommendations of others and was definitely not disappointed. The format and presentation are entertaining and the teachings are practical and easily implemented. Attending BetterCulture was two days well spent."*

**- Tre Brashear**  
Chief Operating Officer  
Lozier Enterprise

*The MindSet Leadership Program is the best leadership course I have ever attended. I use the BetterCulture strategies and techniques on a regular basis. They are easy to put into practice, yet highly effective."*

**- Jessica Koch**  
Director of Human Resources  
Fusion Medical Staffing

*I've had the chance to attend many leadership courses and the MindSet Leadership Program was one of the best. The presenters were exceptional and the material extremely relevant. I highly recommend this course to any leader."*

**- Patricia Villemure**  
Division Vice President  
Cardiovascular Service Line  
CHI Health

*BetterCulture is packed with information and insights that make leaders better able to build culture and accelerate business success!"*

**- Stephanie Hand, SPHR**  
Human Resource Shareholder  
Lutz

*When it comes to leadership and how to build a great work culture, BetterCulture is a resource that I can unconditionally recommend. Their approach flat-out works."*

**- Susan Courtney**  
Executive Vice President  
Blue Cross and Blue Shield of Nebraska