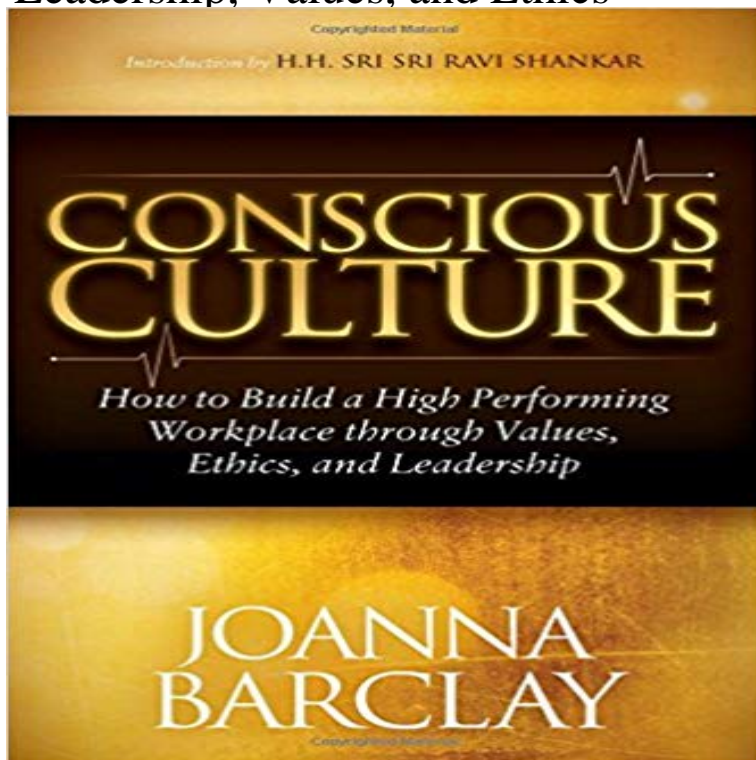


Conscious Culture: How to Build a High Performing Workplace through Leadership, Values, and Ethics



Change is the new norm in society, and its having a devastating impact on organizations. The proof? Insecure, demoralized employees and the lowest levels ever of employee engagement. North America employee engagement is between 26-30 percent, and in Asia its between 6-12 percent. Thats a lot of untapped employee potential! In Conscious Culture, Joanna Barclay shares thirty years of business transformation experience. Leaders learn how to awaken the life-force energy within values, ethics, and leadership that ignites performance and employee engagement. With the ABCs of culture change, she provides a blueprint for leaders to consciously create a high-performing, values-driven organization. Values energize us-they give us joy when they are lived and frustration when they are not. They embody our heart and soul, calling us to action and helping us perform to our highest potential. Leaders will learn the importance of facilitative leadership and how to tap the wisdom of the group, unify employees, and connect hearts and minds to create a WOW culture. Conscious Culture is for leaders who want to: become an employer of choice and build a high-performing work environment learn how to generate greater engagement and increase productivity build a new culture after a merger or acquisition transition from personal excellence to organizational excellence How are you consciously investing in your culture-or do you have unconscious, default culture? In 2011, Joanna was integral in transforming my client engagement network from a loose committee to a strong leadership team. This was achieved through the use of the Barretts Cultural Transformation Tools. But the best tool of all was Joanna herself. Daniel Leclair, director general, Public Works and Government Services Canada

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