KEYNOTE

High-Performance *Culture*

From Values to Daily Behavior

All In framework · seven steps

Turn stated values into everyday behavior. The seven steps that move a culture from engaged to all in, so people are engaged, enabled and energized.

WHAT THE ROOM LEAVES WITH

01 Turn values into observable behavior

This is the step most culture work skips. Leaders leave able to name the specific actions that carry the values, model them, and measure them.

02 Walk the seven steps

The *All In* road map, from defining the burning platform through to clear accountability.

03 Measure against the three E's

Engaged, enabled, energized. Each builds on the next, and Chester works all three because people only change when they feel engaged, enabled and energized.

WHY IT LANDS

Culture doesn't fail because people stop caring. It fails when values never become behavior. Built on the 300,000-person study behind *All In*, this session gives leaders the specific behaviors that carry their values.

WHO IT IS FOR

Organizations rolling out new values, under new leadership, growing fast, or with a culture under strain. Ideal for leadership conferences, sales kickoffs and culture-transformation initiatives.

> *"Chester not only understands the role of culture in a successful organization but he delivers the message in a profound way. His message is clear, compelling and on target."*
>
> CHIEF EXECUTIVE OFFICER · TED'S MONTANA GRILL

FORMATS & FIT

Keynote
60–90 minutes, in person, virtual or hybrid

Keynote + workshop
Followed by a working session with the leadership team

Multi-day
As a component of a longer leadership initiative

PLANNER ASSETS

chesterelton.com/meeting-planners

BOOKING

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