

# BUILDING AN INSPIRING CULTURE™

The 6 indispensable habits that create and sustain healthy, winning teams

As a strong leader, you create a high-performing culture but often don't formalize why and how you've done it. You cannot scale intuitive processes.

When you have a conscious process and behaviors you can describe, you create a model for everyone to replicate across your organization.

An **Inspiring Culture** occurs when people have high levels of buy-in to your organization's common good. They do the right things voluntarily so leaders can spend time up and out rather than down and in. This culture delivers lasting success.

**In this 8-week program, you will gain the conscious process and behaviors you can describe to your subordinates that** create resilient, high-performing cultures across your organization. Your subordinates will inspire employees to contribute their best and stick around.



Chris Kolenda, Ph.D., founder of the Strategic Leaders Academy, works with leaders who want to inspire their employees to contribute their best to the team's success and gain major competitive advantages.

Chris is a West Point graduate, internationally renowned combat leader, retired Army Colonel, business leader, and author of *Leadership: The Warrior's Art* -- which has sold over 60,000 copies. He was a trusted adviser to three 4-star Generals and two Secretaries of Defense. His battlefield leadership has been featured in several books, including Jake Tapper's bestseller *The Outpost*. His latest book is *Zero-Sum Victory: What We're Getting Wrong About War*.



*We now have a framework ... as we build commitment to a common culture. This is already benefiting our retention, engagement, and morale.*



**Michèle A. Flournoy**,  
Chief Executive Officer,  
West Exec Advisors

## BEHAVIORS YOU WILL INSPIRE:

- **Define your organization's common good** so that employees and prospects know what you stand for and you can hire people inclined to buy in.
- **Build cognitive diversity** so that you put your employees in position to contribute their best to your team's success.
- **Clarify expectations** so that you can hold people accountable for results and values without feeling like a jerk.
- **Gain buy-in** for your organization's common good so that people do what's right without constant supervision.
- **Create a climate of psychological safety and accountability** so people speak up, feel heard, and act within the values.
- **Give feedback** that leads to better performance and avoids feedback-sandwich awkwardness.
- **Address toxic behavior** to enforce your values and retain your top talent.

ARE YOU A GOOD FIT FOR THIS PROGRAM?

[APPLY HERE](#)

# Building an Inspiring Culture™

**Week 1: Smart Start – Define your organization's common good.**

**Week 2: Clarify your expectations and values.**

**Week 3: Gain buy in so that people do what's right voluntarily.**

**Week 4: Hold people accountable for results and feel joyful rather than awkward.**

**Week 5: Build cognitive diversity, so you make sound decisions and position people for success.**

**Week 6: Create psychological safety so that people speak up and act within your values.**

**Week 7: Address toxic behavior so that you walk the talk and retain your top talent.**

**Week 8: Apply your Top Lessons: Priorities and Accountability.**

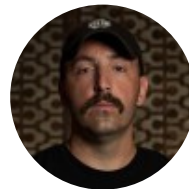
*Questions: please email me at [chris@strategicleadersacademy.com](mailto:chris@strategicleadersacademy.com)*

## **DURING THE 8-WEEK PROGRAM, YOU WILL:**

- Have a live 1-hour zoom session once a week, where we discuss your assignments, exchange best practices, remove obstacles, and plan action steps that get results.
- Videos and assignments that show you exactly how to implement our six Building and Inspiring Culture (TM) Habits so you can achieve lasting success and impact.
- Unlimited email access to me.
- 24/7 lifetime access to the modules.
- A confidential peer group of high-performing leaders to exchange ideas, lessons, and best practices.

**Apply Here:**

**<https://callSLA.as.me/Chris>**



*Working with Chris has helped me to visualize and communicate more clearly, gain the buy-in that inspires greater performance, and put my subordinates in positions to succeed.*

**Andy Weins**, CEO, Green Up Solutions



*This program has given me new tools to de-escalate intense situations and provide perspective that reframes issues and gains buy-in for solutions that get results.*

**Karen Seitz**, Founder and Managing Director, Fusion Partners Global



*The clarity, buy-in, and accountability we've gained from this program has put us on course to reduce costs by over \$1m this year and boost revenues by over \$2m.*

**Ray Omar**,  
CEO, Capital Brands

**ARE YOU A GOOD FIT FOR THIS PROGRAM?**

**APPLY HERE**