

WELLS FARGO *and the* EXECUTIVE MENTOR PROGRAM
Lecture Series

Culture that Rocks:

How to Amp Up or Revolutionize a Company's Culture



Jim Knight

Business Culture Catalyst
Former Hard Rock Executive
Author of "Culture That Rocks!"

Event is free and open
to the public.

Thursday, January 30, 2020

Lecture 7-8:30 p.m.

College of Business, Building 76A/101

Dessert Reception with Speaker Immediately Following

Jim Knight is not your average keynote speaker. Known as "The Transformer," he is the expert Fortune 500 companies and organizations turn to when they want to reinvent themselves or shake things up. As the former Senior Director of Training & Development at Hard Rock International, Knight engages audiences with his high energy, interactive approach and valuable insights on organizational culture, customer service, employee branding, performance management, philanthropy, personal development, and leadership skills. With more than 30 years of experience in hospitality training, the acclaimed author of "Culture That Rocks!" shares thought-provoking content and proven strategies to build and maintain a strong employee culture to help organizations achieve rock star status.

In his signature Rock 'n Roll style, Jim delivers insight on every element of organizational culture, including: a Clear-Cut Definition Of Culture (finally!), Heritage Vs. Culture, Brand Ambassadors, Employee Engagement, and How To Hire (and retain) Leadership Rock Stars. **If you're open to disruptive change within your organization, don't miss the opportunity to hear what all the noise is about.**

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