



# Barrett Values Centre

## Building High Performance Values-Driven Organizations Thought Leadership Forum on Organizational Culture

Skout Group presents:

### Richard Barrett

**November 5, 2009, 8:00 am to Noon**

**JOHN HANCOCK CENTER  
BOSTON, MA**

Author of *Building a Values-driven Organization: A Whole-System Approach to Cultural Transformation* and *Liberating the Corporate Soul: Building a Visionary Organization*



*"Richard Barrett is the world's leading thinker on creating values-based organizations"*  
- Michael Rennie, McKinsey and Company

A leadership forum providing valuable insight into:

- ✓ How to improve revenue growth through cultural alignment
- ✓ Why cultural capital is the new frontier of competitive advantage
- ✓ How to attract and keep talented people through effectively managing culture
- ✓ The link between culture, values, leadership and performance
- ✓ Where to get started with organizational culture change

### David Gebler

David Gebler, President of Skout Group and certified Barrett trainer will lead a discussion on the practical application of Barrett's Cultural Transformation Tools, including insights into:

- ✓ How to improve the odds of M&A success through cultural due diligence
- ✓ How to reduce risk and minimize the cost of cultural dysfunction
- ✓ How to assess the strength of a culture, identify opportunities and design improvement measures



Event hosted by



[www.skoutgroup.com](http://www.skoutgroup.com)





## Building High Performance Values-Driven Organizations

### Thought Leadership Forum on Organizational Culture

November 5, 2009, 8:00 am - Noon [www.jhcenter.com](http://www.jhcenter.com)

John Hancock Center, 40 Trinity Place, Room 201, Boston, MA 02116

#### Richard Barrett,

Founder and Chairman of Barrett Values Centre, is an internationally recognized author, consultant and keynote speaker who works with CEOs and senior executives around the world to build vision-guided, values-driven organizations that excel in financial performance, cultural capital and sustainable development.

Barrett is creator of the Cultural Transformation Tools (CTT) which have supported the transformational journeys of more than 1,000 organizations in 50 countries, including Barclays Capital, Grinaker LTA / Aveng Group, Hewitt, Hipoteku Bank, ING Bank, L'Oreal, Nedbank, Old Mutual Group, Ontario Power Generation, PriceWaterhouse Coopers, Siemens, Skandia, Volvo, Wegmans, and Wespac.

Barrett is a Fellow of the World Business Academy and Former Values Coordinator at the World Bank. His recent radio and television appearances include Deepak Chopra's Wellness Radio; Unity FM; Today, Jamaica; and Siga O Mestre, Brazil.

For more information  
visit [www.valuescentre.com](http://www.valuescentre.com)

#### WHO SHOULD ATTEND?

- Senior Executives, organizational consultants, and coaches who understand the importance of culture and are interested in culture change, development and transformation
- M&A professionals involved with pre- and post-merger integration
- Ethics, Compliance and Risk professionals interested in measuring and managing culture-based risks

#### PARTICIPATION FEE

\$249 - a significantly reduced rate for this event.  
10% discount when two or more people register at the same time.

#### TO REGISTER

Contact Ana Stanaway  
[registration@valuescentre.com](mailto:registration@valuescentre.com)  
+1 828 252 5550

#### YOUR CULTURE IS YOUR COMPETITIVE ADVANTAGE

A 2008 survey of 160 Australian organizations by Hewitt Associates and the Barrett Values Centre identified:

**Companies with the highest levels of staff engagement and lowest levels of cultural entropy (degree of internal dysfunction) had the highest revenue growth over a three year period.**

Values-driven companies  
are the most successful companies.

Why? ... Values drive culture.  
Culture drives employee fulfilment.  
Employee fulfilment drives customer satisfaction.  
Customer satisfaction drives shareholder value.

#### WHAT ARE VALUES, AND WHY ARE THEY IMPORTANT?

"Strong adaptive cultures based on shared values outperform other companies significantly."

John P. Kotter and James L. Heskett, *Corporate Culture and Performance*, (New York: The Free Press) 1992