

# JOSH LEVINE

SPEAKING PACKET 2021



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## INTRODUCTION

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Josh Levine is an educator, designer, and best-selling author, but above all, he is on a mission to help organizations design a culture advantage.

His new book *Great Mondays: How to Design a Company Culture Employees Love*, published by McGraw-Hill Education, and presents the framework and tools business leaders need to understand, design, and manage their own culture.

### HIGHLIGHTS

Author of #1 New Release in HR Books on Amazon

Contributing Forbes.com Leadership columnist

Founder of culture design company [Great Mondays](#)

Co-founder of national non-profit [CULTURE LABx](#)

*Great Mondays:  
How To Design a  
Company Culture  
Employees Love*  
by Josh Levine



## FULL BIOGRAPHY

Josh Levine is a best-selling author, brand strategist, and highly sought-after speaker on a mission to help organizations design a culture advantage.

For more than 15 years, Levine has helped build culture-driven brands for a wide range of organizations—including Silicon Valley heavy hitters, prominent nonprofits, and well-respected blue chip corporations. He is best known as the co-founder of the nonprofit CULTURE LABx,

and as executive director helped it flourish into an international community. His new book, *Great Mondays*, which was recently listed on BookAuthority's list of the best culture books of all time, teaches organizations how to design a company culture employees love.

Levine is recognized for his entertaining, energetic, and educational keynotes that reveal fresh insights and inspire new action.

He teaches brand strategy and culture design courses in the groundbreaking MBA program of Design at the California College of the Arts to motivate the next generation of leaders. Levine is a Forbes.com columnist, and his work has been featured in Huffington Post, Fast Company, and the Design Management Journal. He holds a BS in Engineering Psychology from Tufts University, and BFA in design from the Academy of Art University.



“Josh is persuasive, entertaining, and he’s thoughtful. He’ll tell you why decisions were made in a way that makes sense to people.”

Issac Roth, CTO, Hybrid Cloud Integration & API Economy, IBM



FEATURED ON:



**KEYNOTE TOPIC**

# The Culture Imperative

The ability to spearhead culture change in today's rapidly changing workplace is the difference between industry leaders and losers.

**OBJECTIVE**

Discover why corporate culture is more important than ever before and how you can effectively lead your business through cultural transitions.

**PARTICIPANTS WILL LEARN**

1. What is the business definition of culture, and why it's important
2. How to leverage my workplace culture as a competitive advantage
3. How to evaluate, manage, improve, and evolve my company culture

Together, we will explore modalities in organizational change rooted in traditional brand strategy. Using Silicon Valley start-ups as a lens, we will discuss actionable methodologies for both implementing and measuring culture change.

Taking what we learn from the lecture and discussion portions, we will consider individually and as a group how you can begin to put your ideas into action.

What you will take away from this talk: a framework for effecting real change throughout your organization that will prepare you to kick off your culture change imperative on Monday.

Culture change is surmountable with the appropriate tools in hand. Start gauging where your culture is now so you can create strategic aims for the future.

**KEYNOTE TOPIC**

# The Manager's Culture Control Panel

Because employee engagement is more important than ever, managers must learn how to effectively lead and build robust cultures of their own.

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**OBJECTIVE**

Learn how managers can use the 5 Ps as a culture control panel to effect change on both micro and macro scales. Using real-world examples we will discuss how managers can easily put this theoretical framework into place to move their organization's culture forward.

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**PARTICIPANTS WILL LEARN**

1. The 5 Ps of engagement
2. How to leverage my role to influence company culture
3. What employees need to be fully engaged

More than the overarching culture of a business, managers are in the unique position to build micro-cultures that strengthen their team's performance and support their organization.

But in a world where leadership teams are not all created equally, how can supervisors assess and manage culture in a way that's effective and measurable?

Based on Maslow's hierarchy of needs, a psychological theory used to assess motivation, the 5 Ps of Engagement is a culture management tool you can use to discover your unique formula for success. Each touchstone — package, potential, people, purpose, and perception — relates to the cumulative needs of employees, from the physical to the aspirational.

## MORE KEYNOTE TOPICS

### 10 Mega Trends To Radically Change Business By 2025

In Silicon Valley where change is relentless and so is the competition, culture is the only competitive advantage.



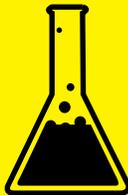
### Managing Culture In a Growth Organization

Leaders must learn to manage their company's culture in times of stability and change. Find out how to keep your company's most valuable asset on track during times of hyper growth.



### Creating Cultures of Innovation

Innovate! Every leader says it, but market disrupting ideas aren't born from mandates. Stop yelling and start learning what it takes to create an innovation-aligned culture.



### Turn "No's" Into Advocates: The Candidate Experience

Learn how to create brand advocates out of non-offers and improve your company's reputation where it matters most: future candidates.



## TESTIMONIALS

“Josh’s approach brings often elusive culture wisdom to common understanding, then takes the further step of explaining, in simple terms, how to do it.”

Sunny Grosso, Culture Chief  
Delivering Happiness

“Having worked with Josh Levine for many years, I find his insight honest and his ideas challenging—two things that always push me and my business on further.”

Matt Manners, CEO & Founder  
The Employee Engagement Awards

“Josh speaks with an authoritative voice honed by years of serious work with culture leaders.”

Doug Kirkpatrick, Author  
‘The No Limits Enterprise’

“Josh thoughtfully provides a framework with stories and tactical ideas that can help transform any organizational culture into a high performing one.”

Ryan Picarella, President  
Wellness Council of America

“Reporting from the high seas of management consulting, Levine shows why culture is the keel of business.”

Marty Neumeier, Author  
The Brand Gap, The Band Flip, and Scramble

“The real impact of working with Josh is his ability to take you to places that you would never have gone on your own. He’ll partner with you until you see what he sees.”

Andrew Greenberg, CEO  
LRWGreenberg



### PREVIOUS KEYNOTES

TOYOTA

Culturati:

SXSW

benevity

Stanford University

Humana

axiom

## FACT SHEET

# 5 reasons Josh Levine is the perfect fit for your keynote.

### 1. PROVEN FRAMEWORKS

Josh provides proven frameworks with actionable takeaways in each of his keynotes.

### 2. RELATABLE EXAMPLES

Levine brings culture design to life through contemporary case studies and success stories ranging from Silicon Valley startups to leading nonprofits, universities, and major corporations.

### 3. PRACTICAL APPROACH

Josh's keynote presentations go beyond theory to provide a practical approach to the topic of culture and culture design.

### 4. DYNAMIC STAGE PRESENCE

With a heavy background in improv and a natural-born extrovert Josh is the perfect speaker to get the crowd excited and laughing.

### 5. ACCESSIBLE TO ALL LEVELS

Leaders of all levels will find expert guidance and proven strategies they can put to use to create a dynamic culture where employees thrive and business grows.



### PREVIOUS KEYNOTES

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acxiom

## PRESS KIT

### high-resolution images

[Square head shot \(full color\)](#)

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[Speaking photograph](#)

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### find Josh online

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### low-resolution images

[Square head shot \(full color\)](#)

[Square head shot \(b/w\)](#)

[Speaking photograph](#)

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### watch Josh present

[Lecture at Think & Link \(10min clip\)](#)

[Keynote at Benevity \(15min clip\)](#)

