

# DO YOU LIKE TO WIN OR HATE TO LOSE?

Either way, **"CULTURE EATS STRATEGY FOR BREAKFAST!"**

This famous quote by Peter Drucker captures the essence of why the very best companies, salesforces and leaders are culture-driven and why and how you could be also.

## BOOK JOHN TO BE ENGAGING, IMPACTFUL AND FUN AT YOUR NATIONAL SALES MEETINGS, WITH YOUR FRONTLINE AND WITH GROUPS OF LEADERS AND MANAGERS

**Most humans like people who are human.** We like working for humans and not arrogant, self-serving processes and systems. Culture captures your salesforce and employees on an emotional level. Maybe that is why companies like Southwest Airlines, In-N-Out, and Google have a keen focus on culture as their ultimate competitive advantage.

**John Waid believes that nothing is as powerful as a great culture to create amazing results for people and companies.** In his talks, John provides proven techniques for building an amazing selling, company, leadership and management culture.

**In addition to real, impactful and humorous stories about how John failed his way into finding the Holy Grail of corporate culture, his interactive sessions also reveal how to include must-have values and behaviors to bring cultures to life.**

**John is the CEO of Corporate Culture Consulting, a company he founded in 2012.** He works with salespeople, sales managers, & leaders who want to run really successful groups and companies where people and results benefit.

**As a speaker, he trains professionals and business owners on how to be better by focusing on the people/culture first and then the structure and strategies.**

**In the last twelve years, he has helped thousands of professionals through workshops, seminars and keynote addresses to focus on the details of being culture-driven.** John has worked extensively in North America, Canada, Mexico, Central and South America, and Europe He is the author of a series of books that focus on being culture-driven in sales, management, leadership, etc.

**On a personal note, he is a soccer and taco enthusiast.** John collects soccer jerseys and is on his way to owning all the jerseys of the national teams in the World Cup. He grew up in Mexico and frequents great taco stands throughout the world.

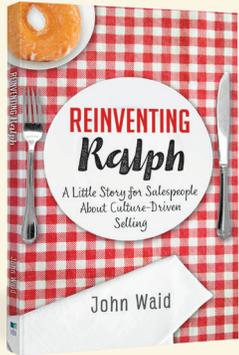


**John Waid** has thirty years of sales and sales leadership experience in Fortune 500 companies and twelve years of senior consulting experience in the learning and development field. John earned his MBA in International Business from a top program and is fluent in three languages which has allowed him to work in Europe, North, Central and South America. He started his own firm, C3—Corporate Culture Consulting, to work with leaders and their companies on their cultures.

Contact John today at [john@johnwaid.com](mailto:john@johnwaid.com) or 404-915-3051

# KEYNOTE AND WORKSHOP TOPICS

## CULTURE-DRIVEN SELLING



**BOOK:** *Reinventing Ralph – A Little Story for Salespeople on Culture-Driven Selling*

**TOPIC:** 3 Huge Mistakes Salespeople & Managers Make to LOSE THE BUYER

- ③ Not focusing on the 3 greatest barriers to selling
- ② Not integrating the 3 key components of selling
- ① Making sales culture the hero of the story and your audience the champions of this success

**John's Keynote and Program Will:**

- Show why the right purpose and vision are keys to great selling
- Demonstrate how 3 values can super-charge your selling
- Detail the key behaviors of each value to permanently create more buying

## CULTURE-DRIVEN MANAGING

**BOOK:** *Finding Fred – A Little Story for Managers on Culture-Driven Managing*

**TOPIC:** 3 Massive Mistakes Managers Make to INCENTIVIZE QUITTING

- ③ Over reliance on “Beatings will continue until morale improves” philosophy
- ② Ineffective use of goals and “freedom in a framework” to personalize performance
- ① Not using the power of strengths to accomplish great results

**John's Keynote and Program Will:**

- Prove why the right purpose and vision are keys to great managing
- Show how 3 values can dramatically improve trust, respect and likeability
- Demonstrate what are the key behaviors of each value to managing people better results

## CULTURE-DRIVEN LEADING

**BOOK:** *Leading Larry – A Little Story for Salespeople on Culture-Driven Leading*

**TOPIC:** 3 Common Leadership ERRORS that Prevent HUGE SUCCESS

- ③ The myth that you have to lead everyone differently
- ② The myth that leaders are people you need to follow
- ① The myth that a leader is an extrovert and exudes confidence

**John's Keynote and Program Will:**

- Detail why the right purpose and vision are absolutely critical to leading
- Show how 3 values can get others to follow voluntarily
- Teach what are the key behaviors of each value to create self-leadership

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