

# Arnie S. Malham

Speaking

Speaker:

Arnie S. Malham

Broad Session Topic:

Sustainable and remarkable business culture

Clear Session Title:

Why Building My Company Culture Was “Worth Doing Wrong” on the Way to Getting It Right

One Paragraph Session Description:

Yeah Yeah Yeah...you’ve been to Starbucks and The Container Store, you’ve flown Southwest and ordered shoes from Zappos, you’ve stayed at a Ritz-Carlton and shopped at Macy’s. But, about the last thing you have time for right now is building your company culture. You’ve got your hands full with client service problems, internal communication breakdowns, floor production issues, and unexpected turnover. When your business grows and becomes more profitable, you’ll hire better people, and then you’ll have time for “Culture.” You might even get a ping-pong table and go to casual dress on Fridays, but for now, you’re committed to the “micromanage, I’m right – you’re wrong, work harder – not smarter” model that got you here.

You know one thing for sure: “Only really successful companies spend time, effort, and resources on culture.” I’m here to tell you...you’re right! And I’m going to show you exactly what you can do about it that will absolutely be “Worth Doing Wrong”!

Three bulleted key takeaways the attendee will leave your session having gained:

- Clarity on who is most responsible for culture in your organization
- Harvestable ideas to develop and evolve your company’s culture forward
- Elimination of excuses that traditionally haunt, halt, and handicap your company culture and your team

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871 Curtiswood Ln.

Nashville, TN 37204

615.406.3557

arnie@worthdoingwrong.com

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