

**“I WAS BLOWN AWAY
BY THE EXPERIENCE!**

**Alicia Korten has a brilliant
mind and a huge heart. I left ready
to take culture action.”**

Natalie Taylor Kapoulas
OPX / Work Better Day



ALICIA KORTEN

**Keynote Speaker &
Culture Catalyst**

(703) 362 – 1613

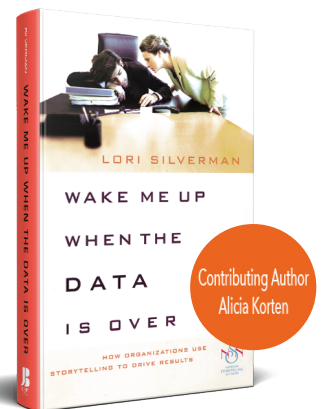
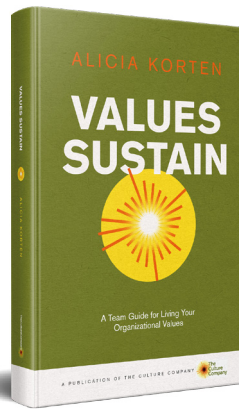
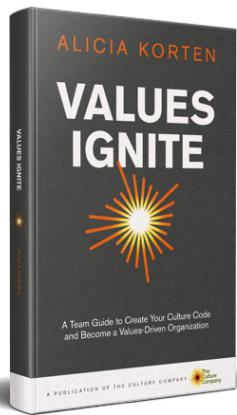
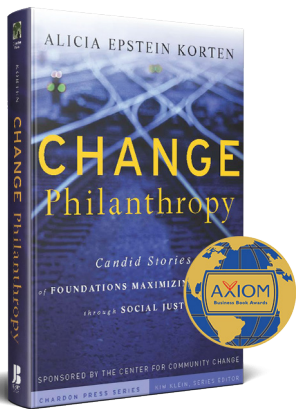
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Alicia Korten is a leading voice on building unified, values-led culture. Her books and curriculums include *Values Ignite*, *Values Sustain* and *Change Philanthropy* (Wiley), winner of the Axiom Best Business Book of the Year. She is the creator of the Values & Culture Survey, a culture instrument that accelerates workforce culture transformation. Alicia has trained and led culture initiatives for household names such as Levi's, Boehringer-Ingelheim, the Ford Foundation and the United Nations. She is also a passionate supporter of cooperatives, credit unions and small businesses. Her culture work has helped clients achieve significant growth turn arounds and catapulted them forward as industry leaders.

Books and Curriculums



Alicia Korten is the real deal. She is polished and passionate.

Josh McGhee
Director of Member Engagement
Touchstone Energy Cooperatives

ALICIA KORTEN

LONG BIO



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Korten's interactive sessions, story-based methods, and innovative culture tools are inspired by her diverse cross-cultural experiences. She grew up in Asia, and as a Fulbright Scholar, spent several years in Latin America working with the Embera, Wounaan and Guna Indigenous Peoples in the rainforests of Panama's mythic Darien Gap. She brings her knowledge of culture, and what makes people tick, into the business world to create unified, values-led workplace cultures. As a speaker and facilitator, she draws on her decades of unique experiences to offer fresh stories and powerful tools for helping organizations lean into their most deeply held principles to achieve extraordinary results.

Korten is a Brown graduate. She is a native English speaker and is fluent in Spanish. She is currently writing her next book on values and culture.



Alicia's passion for values-led work is infectious! Her session was energizing, fun, even joyful. I left inspired to act. She gave us concrete tools for building a culture of highly-productive, values-led teams.

Jim Schulman
Alliance for Regional Cooperation



**CHOOSE FROM
4 MAINSTAGE EXPERIENCES**



KEYNOTES

Values-Led Cultures



Create an extraordinary experience that unifies and inspires your audience. In this unique keynote, Alicia works with you to elevate your organizational or community mission, values and story.

In a world experiencing massive change, values provide clear direction. Motivating your audience to live your organizational values aligns teams and ensures people know what to prioritize.

Your Audience Will Learn:

- Why clear adherence to values creates more loyal customers, members and teams.
- A model for using your values to make strategic decisions.
- Stories of companies using values for success.

Add learning cards to your audience experience!



Alicia Korten's understanding and knowledge of how to cultivate a healthy, driven and unified culture is the best I have ever seen. The level of engagement during her presentation went far and beyond my expectations.

Khalil Perez
The Capital Group

KEYNOTES

The Cooperative Difference



In today's low trust environments, the cooperative is a business model that is building trust in the communities they serve. This special keynote is designed specifically for cooperative and credit union audiences.

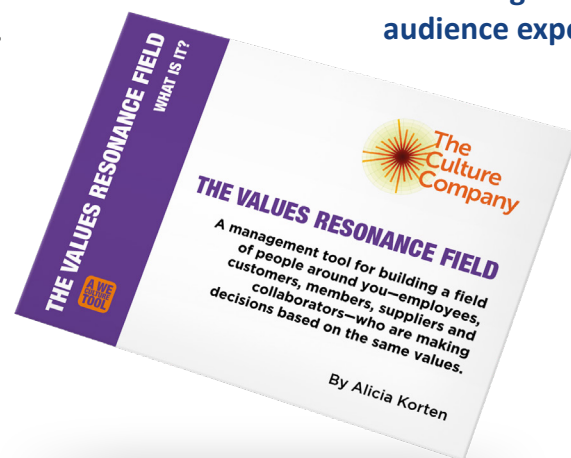
Take a journey across the cooperative landscape to learn how cooperatives in farming, banking, retail and energy are leveraging their values to build markets, grow member engagement and respond with resilience to destabilizing global events.

Your audience will be inspired by stories and videos from the cooperative movement they are part of. And they will leave with strategies for leveraging the power of the cooperative model for success.

Your Audience Will Learn:

- How the cooperative difference is changing lives.
- Stories from cooperatives across industries who are using their values for extraordinary business success.
- 5 strategies for growing and inspiring your values-aligned talent, customers and members.

Add learning cards to your audience experience!



Mind-expanding and impactful.

Peter Newell
REI

KEYNOTES

From Us & Them to We Culture



In a world more divided than ever, an Us and Them Mentality is growing in our workplaces. Learn a powerful model for creating healthy work environments that unify. Take home tools that will move you from Us and Them to We Culture.

Alicia draws on her experiences living in We Cultures across continents to help audiences bust out of individualistic management frames to learn the real secrets to what will align your teams, foster mental health and ensure your workforce thrives.

Your Audience Will Learn:

- Current forces causing Us & Them Culture to grow in today's workplaces.
- A We Culture Model for building a mentally healthy workforce.
- We Culture Tools that get your teams moving in the same direction.

Add learning cards to your audience experience!



Alicia has the uncanny ability to gain trust and respect immediately. She is engaging, informative and innovative!

Jill Schoffner-Brown
Boehringer Ingelheim

KEYNOTES

Create Powerful Workplace Culture with Values Storying



Stories inspire, educate and connect us to what is important. Yet most organizations are rich in experience and poor in stories. When people connect through stories, they form a heart-centered connection and learn one another's points of view.

New understanding and empathy act as transformative agents that build trust, align teams and galvanize staff, leaders and other stakeholders around common goals.

Your Audience Will Learn:

- The science-based reasons stories shape culture and build authentic community.
- Methods for creating a storytelling culture in your organization.
- How organizations are using stories for success.



Alicia Korten was masterful! I gained a powerful model for leading through unprecedented change.

Steve Polo
Managing Partner / OPX

WORKSHOPS

Align Brand & Culture to Ignite Your Markets

In today's turbulent environments, you need a compass to align decisions across departments. Learn how values unite your workforce and help you stand out in the marketplace.

Participants explore turbulence in their environments and examine the role values play in their lives. They learn why a values-led management style attracts and retains talent. And they explore cases in which, by leading with values, companies have exploded their marketshare.

The Six Principles of Highly Successful Culture Initiatives

The pandemic has left many workers burned out, struggling with loss and seeking deeper meaning and purpose at home and at work. Against this backdrop, employees seeking change in their lives are fueling trends like the Great Resignation and Quiet Quitting.

How do employers respond to current workplace dynamics in a way that inspires their diverse workforce to stay and work at their best? In this interactive keynote, you will learn the six principles that underpin successful culture initiatives in the post-pandemic era.

You Will Gain:

- Insights into how turbulence is affecting your workforce.
- Greater alignment across teams to retain talent & ignite markets.
- A model for how to use values to guide your decision-making.

Your Audience Will Learn:

- The six principles that underpin highly successful culture initiatives.
- The most common mistake leaders make when implementing culture initiatives.
- The most effective way to start a culture initiative.



Values are the secret sauce to our growth. Since we started our values work with Alicia, we've grown above industry standard and won Arlington Magazine's Best Community Bank Award for 6 years running. This is because we have a united passion, and an identity that resonates with our members.

Karen Rosales, CEO

Arlington Community Federal Credit Union

WORKSHOPS

Facilitate High-Engagement Meetings with Values Storying

The modern meeting is inspiration for endless Dilbert cartoons and cynical jokes. That pain and lost time has real consequences for organizations.

Yet humans have been gathering since we were hunters and gatherers to talk about what is most important to us. How do we recapture the power of meeting in the modern age? Your presenter Alicia Korten spent several years working with the Guna Indigenous People in Panama who run their meeting through stories. Through this work, she learned the power of story to quickly connect people to what matters most to them. Through a process Alicia calls Values Storying, you can breathe life back into your meetings.

Build Your High-Performance Team with a Values Declaration

In post-pandemic environments of increasing turbulence, many teams are struggling to relate and perform at their best. Yet with the right tools, teams can thrive in turbulent environments. Studies from Harvard and Google reveal that the number one factor that creates cohesive and productive teams are shared values to which people adhere. In this innovative and interactive workshop, participants experience a co-creative process for defining the values and behaviors that inspire people to stay at your organization and work at their best.

You Will Gain:

- Understanding of the neuroscience behind why stories shape culture.
- New skills for breathing life into your next virtual or in person meeting.
- Greater connection and empathy between your teammates.

You Will Gain:

- Shared values that help your team align behind agreed upon behaviors and expectations.
- Greater team cohesion to help your team reach its next level of performance.
- Stories and rituals that bring shared values to life.



Alicia changed my life forever. Through it, I saw my potential as a leader.

Liz Neunschwander
Hispanic Access Foundation