

LXbD Presents, Shane Green's Keynotes

Shane Green is the Culture Hacker. World-renowned culture expert and consultant, Shane works with Fortune 500 leaders on customer experience and organizational culture. His book, *Culture Hacker*, is recognized as the guide, regardless of your company size, to elevating the employee experience.

With a foundation in hospitality and the Ritz Carlton Hotel Company, Shane has leveraged his expertise and experience to help iconic brands like the NBA, Westfield, Foot Locker, Net Jets Inc., W Hotels, MGM Resorts International, and BMW to reprogram their employees' experiences, mindsets, and service habits to create loyal customers and raving fans.



Shane works with thought leaders, research groups, and publications from around the world to bring awareness to how companies can elevate individual engagement, performance, and leadership. He is a featured contributor to *Forbes Magazine* and *Achievers*. Shane hosts workshops around the world on building customer experience and culture strategies and is a leading voice in understanding the employee experience and its impact on the customer experience. He has also developed a series of classroom and virtual learning experiences led by his team of certified trainers.

"Shane is an engaging and talented speaker who can keep the attention of audiences of all sizes and at all levels within an organization."

—Michelle DiTondo, CHRO, MGM Resorts International

"We have had many great speakers to Hospitality New Zealand conferences, but few have delivered as much quality information with such passion. Shane Green was simply inspirational and the star of this year's conference."

—Bruce Robertson, chief executive, Hospitality New Zealand

"Shane has 'cracked the code' when it comes to activating leaders to inspire their employees to deliver on the brand promise."

—Jim Pilarski, VP of HR, Hakkasan Group

"Shane is quite simply a phenomenal emcee who impressed both our board and attendees. His ability to strike the perfect balance of entertainment and business kept our audience focused through the three days of the conference. This was crucial to the success of our event."

—Barak Hirschowitz, president, International Luxury Hotel Association

"[Shane's] willingness and ability to tailor seminars to your needs, his inspiring presence, and his willingness to challenge an audience will further the success for your organization."

—John Kafka, CEO of DocuSpring Inc.

LX Overview: Keynotes

LX Length: Two hours in-person; 90 minutes virtually

LX Participants: Each in-person session is designed for a maximum of 24 participants. Each virtual session is designed for a maximum of 90 participants.

1. **LX Title:** The Three M's of EX Strategy: How to Design the Culture Your Brand Needs and Your People Want
 - **Why This LX Is Important:** The employee experience (EX) industry is worth \$300 billion this year, including investments in recruitment, wellbeing, skill development, and anything that will retain their people. However, many organizations that make this investment in their employees' experience produces little return and few desired outcomes, creating frustration and exasperation with owners, boards, and managers. Organizations and managers need to understand how to develop a strategy that will ensure those investments of time and dollars count.
 - **LX Takeaways:** This interactive learning experience is designed with the following outcomes for each participant:
 - i. Participants will understand what EX is and how it determines their organization's culture.
 - ii. Participants will learn about the key moments in an employee's journey and career with their organization and why these moments are critical to their employees' wellbeing, retention, and sense of belonging.
 - iii. Participants will understand how mechanisms and managers affect how employees feel about what they do and whom they do it for.
2. **LX Title:** Culture Is No Longer an HR Thing; It Is a Business Thing: Lessons in Building a World-Class Culture
 - **Why This LX Is Important:** How your employees feel about what they do and for whom they do it determine how much effort they put into their work, how engaged they will be, and how long they will stay with you.
 - **LX Takeaways:** This interactive learning experience is designed with the following outcomes for each participant:
 - i. Participants will understand what culture is and why it is considered critical to your brand.
 - ii. Participants will review how to approach culture change and the key mechanisms to improve how your employees feel.
 - iii. Participants will discover lessons from organizations around the world on what creates a great culture.

3. **LX Title:** Too Many Managers and Not Enough Leaders: Why Your Business Is Not as Successful as It Should Be and What You Can Do About It Now
 - **Why This LX Is Important:** Organizations grow and promote managers: individuals who excel at tasks rather than people. As such, many employees feel a lack of care and consideration from their manager and, therefore, underperform. Managers must understand how to inspire their employees to be their best and give it their all.
 - **LX Takeaways:** This interactive learning experience is designed with the following outcomes for each participant:
 - i. Participants will understand the difference between management and leadership and why leadership matters.
 - ii. Participants will learn how a leader inspires their employees to be their best.
 - iii. Participants will review the key moments in an employee's day where leadership matters.
4. **LX Title:** How to Build Customer Experiences That Inspire Loyalty, Advocacy, and Raving Fans
 - **Why This LX Is Important:** Customer experience (CX) is your most important marketing tool as customers share stories and offer feedback to others about a brand. While organizations aspire to be the best in their industry in terms of CX, less than half of those companies have a clear strategy to be the best.
 - **LX Takeaways:** This interactive learning experience is designed with the following outcomes for each participant:
 - i. Participants will discover why CX is important and how the best organizations approach it.
 - ii. Participants will learn why specific moments and behavioral psychology are so influential to your customer's experience and their happiness.
 - iii. Participants will understand the four P's of CX strategy and why people are the defining element for CX success.
5. **LX Title:** A Culture of Innovation: Why It May Be Your Best Competitive Edge
 - **Why This LX Is Important:** Many companies and managers claim to support creativity and innovation but have little insight into how to foster a culture and environment where innovation is a reality.
 - **LX Takeaways:** This interactive learning experience is designed with the following outcomes for each participant:
 - i. Participants will understand the difference between imagination, creativity, and innovation and why every person and company can get outside of the box.
 - ii. Participants will learn the six biggest threats to an innovative culture and how to overcome them.
 - iii. Participants will consider why scarcity of time and resources is a great catalyst for creativity.