

Speakers and Session Moderators

Workplace WISDOM Retreat Academy of Culture Ambassadors October 1-3, 2019



Dan McDonough

Session Moderator

mcdonoughdan@att.net

Dan believes everyone deserves and should expect a flourishing life of purpose and meaning anchored by gratifying emotions, mastery experiences and intrinsic motivation.

His academic training at the University of Missouri's prestigious Journalism School anchored him to the guiding principles of ethical journalism: Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, and Accountability. Approaching every opportunity with a journalist's mindful inquisition and intent for vibrant meaning, Dan has enjoyed 25+ years of healthcare industry commitment in dual roles of consulting and management across the wellbeing spectrum.

Dan currently operates Health Designs, LLC as umbrella Health and Productivity Consultative Management Services while focusing on building the Academy of Culture Ambassador national network of City Chapters.



Kimberly Wiefeling

kwiefeling@gmail.com

Let's Get Acquainted

Kimberly is founder of Wiefeling Consulting, and a co-founder of Silicon Valley Alliances. She helps individuals, teams and organizations overcome the most common causes of failure (the so-called "touchy-feely crap") and survive in a world of disruptive change through her highly engaging, experiential, interactive "Learning Laboratories". Kimberly has worked across the US, Europe and Asia. Her superpower is bringing people together, across borders and boundaries of every kind, to achieve what seems "impossible", but is merely difficult. She has edited and co-authored an additional 6 books in the "Scrappy Guides" series. Dr. Edgar Schein, wrote the foreword to her new book *Inspired Organizational Cultures – Discover Your DNA, Engage Your People, and Design Your Future*.



Jay Wilkinson

jay.wilkinson@firespring.com

Presentation: The Culture R-evolution. Looking into the Crystal Ball

Jay is an entrepreneur, angel investor and philanthropist who founded Firespring—a marketing firm that works with companies that focus more on their "why" than on their "what." Firespring serves more than 10,000 clients in all 50 states and on 6 continents. In 2014, they became Nebraska's first Certified B-Corporation and they have been listed on Inc. Magazine's list of the 5000 fastest growing companies seven times. In 2016, Firespring was featured in Inc. as one of America's "50 Best Workplaces." A graduate of MIT's Entrepreneurial Master's Program, Jay has appeared on CNN and other cable networks. His TEDx talk on company culture has more than 1 million views.

The future of company culture is more than just understanding your "why." It will be about converting your "why" into action and leveraging that action into sustainable relationships. How will our companies be affected as the culture evolution becomes a full-scale revolution? Jay will reveal his perspective on the future of culture and engagement at his own company and will share results from an extensive research project he conducted with leaders of top-performing workplaces on the future of company culture.



Kerry Stover

kerry.stover@parivedasolutions.com



Lori Dipprey

lori.dipprey@parivedasolutions.com

Presentation: Aligning Business Employees with Business Purpose

Kerry serves as Executive Vice-President, COO and Board member of Pariveda Solutions. Kerry is a highly accomplished strategic thinker and business leader who leverages decades of success and leadership across the consulting, manufacturing, software development, financial services, healthcare, and market research industries. His track record of successfully building organizations to achieve long-term growth with operational efficiency while nurturing purpose as they scale is the basis for his forthcoming book *Sustaining Purpose through Scaling*.

Lori Dipprey serves as the Chief People Officer for Pariveda Solutions. Pariveda's mission is to develop each employee to their fullest potential. Pariveda's culture and advancement of its mission is a key contribution to why they are ranked among the best places to work. Lori leverages the strategic thinking she applied as a technology consultant to now help Pariveda and their clients design innovative strategies for attracting, acquiring, developing and retaining talent.

Lori and Kerry will explain how achieving maximum value requires aligning employees and purpose. Designing your company to achieve purpose alignment reinforced through culture requires adapting when growth strains purpose and correcting after inevitable missteps which challenge purpose, while always nurturing purpose through culture as your center of gravity.



Lyric Turner

lyric@redhousestaging.com

Presentation: If Your Team Culture Turns Toxic – What to Do about It

Lyric is the owner of two Washington, DC-based design businesses that she runs remotely from Colorado. She founded Red House Staging & Interiors in 2006, Washington DC's largest real estate home staging company, and then went on to open Hudson & Crane, an interior design and home furnishings studio in 2014. The companies offer Lyric daily exposure to all of the joys and challenges of running a small business as well as near constant lessons in self-managed teams.

Lyric will share her constant lessons about getting self-managed teams out of a toxic cycle and back to productivity, productivity, curiosity, and accountability.



Erin Viernann

eviernann@happybank.com

Presentation: Doing Culture the “Happy” Way

Erin is a Senior Vice President at HAPPY STATE BANK in Amarillo, Texas, leading the Acquisition and De Novo division for the bank. Growing up in a ranching family in a small town in southeastern Colorado taught Erin the value of a strong work ethic and always standing by your word. This is the foundation that attracted her to a community bank from “The town without a frown,” Happy, Texas, whose Core Values kept drawing in customers and employees alike. Erin started at HAPPY STATE BANK before it exploded in growth, when the asset size was \$100 million and branches were only in three communities. Erin was a part of a team that saw the bank multiply in huge ways, with assets now over \$3.4 billion and locations in more 36 branches.

She will present how to build a company & personal culture by (1) Establishing “Non-Negotiables” – values that define your company and cannot be compromised (2) How to entrench employees in your culture the “Happy” way and (3) How to build your own personal brand by recognizing your niche’ and value and by just saying “yes”!

It's not every business (and bank especially) where the CEO will pop in any office with a smile, but that's the environment at HAPPY STATE BANK that has defined its unimaginable success. It's the same business that will fire an employee for missing

an important family event, which puts accountability and integrity before the “almighty dollar.” Chairman and CEO, J. Pat Hickman, wrote out 20 Core Values that Happy is built around, that all employees know and respect, and whose successful implementation raises HAPPY STATE BANK to the highest level of desirable modern workplace culture. In fact, bestselling author, Sam Silverstein, focused a business motivational book on the necessity of a defined work culture, called *Non-Negotiable: The Story of HAPPY STATE BANK & The Power of Accountability*. The hype didn’t stop there. *Forbes* magazine recognized Happy as the Third Best Bank in Texas, and 26th nationwide. American Banker honored Happy for the fifth year in a row as a “Best Bank to Work For” nationwide. HAPPY STATE BANK has achieved unparalleled success in its bid to serve customers with a smile and an old-fashioned handshake, with employees who genuinely enjoy being at work because of a culture that allows Happy-ness.



Theresa Agresta

Session Moderator

theresa@culturetalk.com

Theresa is a founding partner at CultureTalk, a system including assessments to measure organizational culture and individual personality using a story-based framework, a certification program, and facilitation tools that enable leaders to employ culture as a strategic business tool. In 2001 she co-founded Allegory Studios, a brand development agency that helps clients uncover authenticity that became the proving ground for CultureTalk. She is a sought-after speaker and expert facilitator. In the language of Archetypes, she is a Lover, Magician and Ruler.



Dev Tandon

dtandon@thekinigroup.com

Presentation: Employee Fulfillment then Business Fulfillment - How It Is Done

Dev is the Founder of The Kini Group, a commercial analytics consultancy and software business. He is also founding a movement to transform how we as a society do business, changing the focus from corporate profits, to employee fulfillment. With over 100 grassroots members and growing rapidly every day, the overarching goal of the Movement is to raise collective human consciousness via the most time-consuming activity in most people’s lives – work.



Warren Wright

warren@secondwavelearning.com

Presentation: Achieve High Performing Cross Generational Teams

Warren is a leading authority on generations and author of *Second-Wave Millennials: Tapping the Potential of America’s Youth*. He is Founder and CEO of Second Wave Learning, whose mission is to prepare the next generation of leaders. He is an accomplished public speaker, keynoting frequently at conferences and corporate events about the impact of generations in the workplace and society at large.

Warren started in radio and television advertising sales, and then in 1997, co-founded Jobfinder.com, which was sold in 2000. He then went on to become Managing Partner at Gallup, where his division provided polling results on Iraqi citizens for the U.S. Army during the Iraq war. In 2011, Warren began a partnership with author and economist Neil Howe, who coined the term “Millennials”. Wright worked with Howe to build two companies—LifeCourse Associates, and Saeculum Research, both using the knowledge of generational theory for research and consulting. Generations are a form of diversity that is often overlooked. Research shows 3 out of 4 employees view generational differences as a deterrent to teamwork, yet most organizations do not have an action plan to encourage generational collaboration.



Dan Ralphs

dan@thedreamblog.com

Presentation: Every Company Needs a Dream Manager

Dan is the founder of Dream Leadership Consulting and an expert on unlocking the power of dreaming in organizations. His realistic approach to dreaming recognizes that dreaming is not a 'magic pill' but rather a new way of thinking about leadership.

Before founding DLC, Dan was the Dream Manager of Infusionsoft where he helped its employees to identify, articulate and accomplish their dreams. With global disengagement numbers hovering around 85%, employers struggle to encourage genuine engagement and are starting to see widespread ownership as merely a pipe dream. As a Dream Manager, Dan, has spent the last 6 years at Infusionsoft he simply asked employees what they want, not just in their jobs but in their lives. He has helped employees ride elephants in Thailand, adopt children and even start their own businesses.

In this session, Dan will unveil how this unorthodox approach is actually a wildly practical way to engender engagement and build deep trust within an organization. In fact, he will show why dreaming may be the only long term and sustainable solution to the disengagement crisis.



Jessica Tower

jessica@towerandco.com

Presentation: Using Storytelling to Shape Culture

Stories are memorable, bonding, and dynamic, which makes storytelling a powerful tool for shaping culture. Even when leaders do not acknowledge or are unaware of the stories shared within the organization, the stories are continually playing in the background. They powerfully shape the way individuals frame their experience within the organization.

Jessica works with organizations to utilize storytelling to align employee behavior with business goals, gain individual influence and commitment from others.

Jessica is President of Tower & Company. She has a Master's degree from Wayne State University in Industrial-Organizational Psychology and currently serves on the board of the Michigan Association of Industrial and Organizational Psychology (MAIOP) as President-Elect.

Jessica will present how to use storytelling to enforce norms, encourage cooperation, and engender trust among employees.



Michael Price

Session Moderator

michael.price@veteransunited.com

Michael is a Senior Client Experience Manager at Veterans United Home Loans and has helped military members and their families obtain the goal of home ownership for over ten years. Uplifting those around him has helped Michael succeed in leadership roles both personally and professionally.

Working at Veteran's United has allowed him to experience a living case study on the impact of organizational culture. During his time there, Michael's growing passion is to be a co-creator of thriving workplace culture.

Michael graduated from the University of Missouri earning a B.S. in Business Administration and a B.A. in International Studies through the Trulaske College of Business.



David Sturt

david.sturt@octanner.com

David is an Executive Vice President of O.C. Tanner, a \$500 million global recognition and culture company. He is also a *New York Times* bestselling author of *Great Work: How to Make a Difference People Love* and the newly released companion book, *Appreciate*.

His work and interviews have been published in the Wall Street Journal, Harvard Business Review, Fast Company, and Inc.; and he co-authors a weekly leadership column for Forbes.com. David has spoken at TEDx, and to thousands of business leaders at conferences around the world, and at companies including Bank of America, Dow Chemical, Nationwide, Tata, Home Depot, and MGM. David was born in England, raised in South Africa, and educated in the US and Asia.



Lea Brovedani

lea@leabrovedani.com

Presentation: Building Trust in an Untrusting World

Lea received "Trust Across America 2017, 2018 and 2019 Top Thought Leader in Trust." She is the author of *TRUSTED - Secret Lessons from an Inspired Leader* and her latest book *TRUST ME - Restore Belief & Confidence in an Uncertain World* will be released in early April.

Prior to her work in trust Lea spent 10 years studying and working in the field of emotional intelligence, where the theme of trust played out again and again. She came to realize the importance of trust in the workplace and developed ways to improve it.

She says that participants will understand the 5 tenets of trust and how to access them across the levels of self, relational and organization. She will dwell on understanding the tenets in business and integrating trust behavior into leadership.



Bryan Ungard

bungard@decurion.com

Presentation: Unlocking Organizational Potential by Destabilizing Habitual Ways of Thinking, Feeling, and Acting

Bryan is Chief Purpose Officer of Decurion Management Company. He is accountable for the ways in which Decurion operates its businesses so there is no tradeoff between excellent business and human flourishing.

Participants will experience how their current organizational approaches to culture and change are likely fragmented across different world-view paradigms. Bryan will explain that in order to unlock genuine organizational potential a deliberate operating focus must come from a paradigm that is grounded in how living-systems work. Everyone will have the chance to reframe their own work in this different paradigm.



Jeff Klem

jeff@adventuresinleading.com

Presentation: Developing Leaders...An Intentional Approach

Jeff brings over 29 years of consulting, corporate and C-Suite experience and has deep expertise in experiential learning, talent development, culture transformation, strategy facilitation, acquisition integration, individual & team performance and potential. He is with Adventures in Leading, LLC and Co-owner of Leadership Guide.

He most recently served as Vice President Talent Development for Vail Resorts Management Company. During his time with Vail Resorts, the company was honored as one of the top employers in the country by Forbes magazine, and one of the 50 Most Innovative Companies by Fast Company. Prior to his time at Vail Resorts, Jeff spent 10 years in the healthcare industry serving as the Chief Human Resource Officer and VP of Organization Development for Healthways.

Jeff Klem (cont.)

Jeff will present the significance of an intentional approach to developing leaders to achieve the vision and strategy of the business. Participants will walk away with new and fresh ideas of how to tie development into business strategy, some creative approaches to developing leaders, and a different perspective on who is a leader and what leadership is.



Kristin Robertson

Session Moderator

krisrob@brioleadership.com

Kristin, CEO of Brio Leadership, is the Happy Mondays Coach! She ensures that your employees love to come to work on Monday mornings. She is a certified company culture auditor, a certified executive coach, a speaker and group facilitator. She is credentialed at the PCC level.

Her latest book, called *Your Company Culture Ecosystem*, guides leaders in growing vibrant organizational cultures.

Ms. Robertson is founder and President of the DFW Culture Ambassadors, a chapter of the Academy of Culture Ambassadors.

Before founding her own companies, Kristin held numerous executive positions at Advent Software and Fidelity Investments. She is credentialed as a Professional Certified Coach, is certified to conduct the Organizational Culture and Effectiveness Indicators from Human Synergetics and is a trained spiritual director.

Kristin was a professional orchestral musician in her 20's. She gave up playing when she had small children and a demanding executive job, and recently returned to playing viola in community and church orchestras.



Doreen Kemp

dkemp@fcgov.com

Presentation: Our Integrated System for Measuring Culture that Employees Support

Doreen is the Talent Development Manager for the City of Fort Collins. In her current position, she performs as both an operations manager and the chief learning officer, aligning talent development efforts to the City's business strategies. Doreen served on the Malcolm Baldrige core team that helped the organization achieve the quality improvement process award in 2017. Doreen is dedicated to helping employees & teams develop to their highest potential, which in turns, enables the City of Fort Collins to deliver exceptional services to the community of Fort Collins.

Doreen will present how to engage your workforce and measure a culture where employees recognize the total value proposition. This will include how an integrated system can provide predictive data that can drive results.



Selia Wood

selia.wood@wnco.com

Presentation: How Southwest Airlines Employees Connect through Memorable Moments

Selia leads the Culture Advocacy Team at Southwest Airlines where she guides a team of innovators on their quest to make Southwest Airlines the best place to work. She has an incredible passion for empowering employees to strengthen and promote the renowned culture of the "LUV Airline" and works tirelessly to put strategy behind programs that make the over 60,000 employees feel connected to the purpose and vision of Southwest Airlines. Her team partners with field locations to gather insight, create clarity, and build strategic plans for each unique work group and 90+ locations. She is active in the DFW Culture Ambassador chapter and enjoys learning with professionals and organizations with a drive to make the workplace the best experience possible. Selia will share how the Team inspires Employees to own, strengthen, and preserve the Culture of Southwest Airlines.



Michael Radke

mradkeiv@gmail.com

Presentation: A Culture of Ubuntu: A Systemic Humanist Approach to Inclusion and Participation

“Ubuntu” has been in the western zeitgeist for decades, but what does it mean? where does it come from? and how can it help us build relationships, teams, and workplaces that embody the rhetoric of participation, inclusion, and collaboration? Michael Radke shares his experience with how the Ubuntu philosophy can shape cultures, from conversations with Archbishop Desmond Tutu about building the Rainbow Nation to designing a Public Understanding of Humanity as co-founder of the Ubuntu Lab.

Michael Radke is the co-founder and Director of the Ubuntu Lab, where he is leading the development of a new type of public space to catalyze a Public Understanding of Humanity. On any given day you may find him working on prototypes for an exhibit on “Truth” in the Lab’s design garage in Oakland, in the Panamanian jungle facilitating a session on systems of change for Latin American social entrepreneurs, in Amsterdam teaching the skills of understanding at a school of social entrepreneurship or exploring a faraway corner of the world with his young family.



Tom Crane

tgcrane@craneconsulting.com

Presentation: Actionable Feedback Improves Team Results

Tom is an international consultant, facilitator, author, and speaker who specializes in the development of high-performance coaching cultures. He works with leaders and teams to embrace Collegial Coaching to become the primary method of communication to enhance both individual and team performance.

The premise of Tom’s books, *The Heart of Coaching* and *The Rise of the Coachable Leader*, is that a performance-based, “feedback-rich” coaching culture more effectively supports an organizational strategy and leads to sustainable levels of performance. And, to make the coaching culture real, leaders must SHOW UP coachable!

Prior to founding Crane Consulting in 1995, Tom was vice-president of (culture change experts) Senn-Delaney Leadership and worked various management roles with Solar Turbines, a division of Caterpillar.



Stephanie Roob

Session Moderator

sroob@qliomaha.com

Stephanie is a Registered Dietitian and Nutritionist at QLI. She has focused her career on the human approach and has worked with a variety of different populations including trauma patients, burn victims, pediatric bone marrow transplant recipients, and renal patients. Stephanie joined the nation’s premier post-hospital brain and spinal cord rehabilitation facility, QLI, in 2005. Since then, she has utilized her outstanding clinical and leadership skills as the Director of Nutrition Services by monitoring and educating the nutritional needs of young adults who receive rehabilitation and care for brain, spinal and neuromuscular disabilities. Stephanie is a member of QLI’s leadership team which focuses not just on program growth but employee empowerment, instilling curiosity and the relentless pursuit of excellence.

Stephanie is a born mid-westerner and appreciates the depth of talent and commitment to community that Omaha has. She enjoys traveling, spending time with her kids, weight lifting, music and American football.



Jon Pearson

jpearson@qliomaha.com

“Creativity isn’t a gift. It is the byproduct of curiosity and passion. It is earned through practice, persistence, failure and resiliency.” These are the words of Jon Pearson, the Director of Creativity at QLI in Omaha.

Jon spent the first two decades of his career at QLI in the clinical and leadership realm-building and leading QLI’s unique and innovative Life Path Services program. Jon and his team have impacted the lives of hundreds of clients and families every year who are rebounding from severe injury; including brain injuries, spinal cord injuries and people living with chronic pain.

One of the primary goals of the Life Path model is to teach individuals to transition from an “I can’t because” mentality to an “I could if” mindset. As a coach and mentor, Jon has used this same philosophy to empower QLI staff members to prosper and achieve-often beyond even their own expectations. In 2016, Jon became QLI’s first and only Director of Creativity.

Visually through the lens of his camera, verbally from the podium or written from the tip of his pen, Jon tells the story of QLI. He illustrates the storied history of QLI as well as the remarkable journeys its clients and team members travel every day. According to Jon, “people aren’t inspired by facts. They don’t learn from a chart. Storytelling is the bind that connects us as humans, gives us perspective along with the wisdom and drive to become something greater.”

Jon is currently developing a program for QLI team members to hone the craft of storytelling in order to become stronger and more effective clinicians and leaders. Aside from his clinical and storytelling experience and expertise, Jon is an accomplished blues musician and professional photographer.



Daren Martin

Panel Member

daren@darenmartin.com

Daren is the author of the bestselling *A Company of Owners: Maximizing Employee Engagement*, *Whiteboard: Business Models That Inspire Action*, *Beached Whale: Learning to Swim in the New Ocean* and *The Sink: Radical Transformation With One Small Change*.

Daren’s thought leadership and change strategies in transforming companies earned him the title The Culture Architect. Combining humor, thought provoking content, and a dynamic and engaging presentation style, his transformational speaking has inspired audiences to action all over the world.

He ran his own business for 20 years and for the last 11 years has consulted for Fortune 200 companies, organizations, and small business owners from a wide range of industries. He has been in over 40 countries



Eugene Sepulveda

Panel Member

eugene@abporter.org

Eugene is the founder of Culturati, a community of CEOs, entrepreneurs, investors and other c-suite leaders who practice & study culture building and share their playbooks on how culture impacts performance, success &, increasingly, society. He also serves as the CEO of the Entrepreneurs Foundation, as a director & partner in Capital Factory, and as treasurer & a senior advisor to Austin Mayor Steve Adler.



Tawnya Starr

Panel Member

tawnya.starr@firespring.com

Tawnya is the co-founder of Firespring—a Nebraska-based marketing firm featured by Inc. as one of America's 50 Best Workplaces. Her passion for life, desire to experience new things and focus on elevating all those around her has led her down a path of mentoring, coaching and fostering leadership in others.

After turning 50 in October of 2018, Tawnya has dedicated the year to accomplish several personal goals, including cycling across Europe, trekking to Everest Base Camp, heliskiing, scuba diving, traversing the world's largest cave, attending Burning Man, and a goal to have a meaningful experience in 100 countries (52 down, 48 to go.) These experiences have had a profound impact on her approach to team leadership and what acceptance and culture really is.

With every experience, professionally and personally, Tawnya has gained a deeper insight into how to truly connect with, inspire and include all people in the vision, mission and culture of a company.



John Jeannetta

Session Moderator

jjeannetta@heartlandfamilyservice.org

John is CEO of Heartland Family Services in Omaha, Nebraska. Heartland Family Service is a nonprofit with programs that address homelessness in Omaha and Council Bluffs, including street outreach and emergency shelters for survivors of domestic violence, sexual assault and human trafficking.

Under John's leadership, the 144-year-old agency has increased operating revenue 112%, increased program growth 77% and several large capital projects have been completed. John sits on several board in the Omaha Community. Heartland Family Services recently received a five-million-dollar grant from Amazon.



Jerry Wagner

wagnergeraldr@cultureambassadors.com

Jerry is the founder of the Academy. As a statistician with a PhD from Iowa State, his career started as a Research Statistician. That was soon followed as a Professor at the University of Texas in Austin where he was head of the Operations Research/Industrial Engineering group in the College of Engineering. While there he started his first software company followed by 3 more before leaving Austin to move to Omaha, NE. In Omaha he started the BSc. Degree in IT Innovation at the Peter Kiewit Institute, College of Engineering. While there he was also a senior scientist at the Gallup Organization in the area of data visualization. During that time Gallup published their book entitled *Wellbeing: The Five Essential Elements*. He loved the content so much that he changed careers and went to Bellevue University to start the institute for Employee Wellbeing. What started there developed into what is now the Academy of Culture Ambassadors.
