

# BEFORE YOU BOOK THE CULTURE SPEAKER:

## 3 QUESTIONS THAT DETERMINE IF IT WILL ACTUALLY WORK

Most culture sessions sound good in the room.  
Very few change anything after.

If you're responsible for planning one, these three questions will tell you what kind of result you'll get.

### 1. What needs to change—specifically?

Not awareness. Not inspiration.

What behavior, decision, or outcome needs to be different after the session?  
If that isn't clear, the session won't be either.

### 2. Is this a pattern... or a moment?

If this issue has come up before, it's not a one-time situation.

It's something being created by your systems, your habits, or your leadership.  
A single talk won't fix a repeating pattern.

### 3. Will leadership behavior shift... or just the message?

If leaders hear it but don't model it, nothing changes.

Culture follows what leaders reinforce—consistently, visibly, and over time.

### What actually creates impact

Clear outcomes.

Aligned leadership behavior.

Reinforcement beyond the session.

That's the difference between a moment... and a shift.

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For a deeper conversation on designing culture intentionally, contact us.