



**EFFECTIVE**  
— LEADERS —



**BUILDING A  
G.R.E.A.T. CULTURE**

# **5 ESSENTIAL QUESTIONS LEADERS MUST ANSWER**

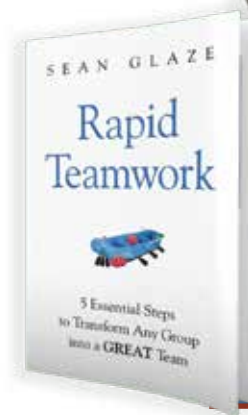
**A KEYNOTE MESSAGE RELEVANT TO  
EVERY LEADER IN YOUR ORGANIZATION, FROM  
C-SUITE TO MIDDLE-MANAGEMENT. SEAN'S ENGAGING  
EXAMPLES, ACTIONABLE INSIGHTS, AND DYNAMIC DELIVERY  
CREATE A TRANSFORMATIVE EXPERIENCE!**

In 2021, Gallup reported that “70% of a team’s engagement is influenced by managers.” And while most managers want to be effective leaders, they are often **unaware of the five elements required to build a positive and profitable culture.**

Your people will learn how to identify and improve issues in their workplace culture and ensure that their people are more engaged and productive.

This program is full of memorable stories and valuable content you can immediately implement to improve retention, boost collaboration, and ignite accountability across your organization.

Sean will equip you to be a more effective leader with the clarity and confidence of a process you can follow to develop a high-performing team.



**“Exactly what our administrators  
needed to hear. They are all still  
talking about your message....”**

- Mike Mauriello, Rockdale County Schools

## **Attendees will Discover:**

- Why **STRATEGY** is not your priority as a leader.
- How to grow your team with effective **FEEDBACK**.
- The two vital **CONNECTIONS** that energize a team.
- One powerful shift to make **RECOGNITION** meaningful.

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# Creating Your Ideal Event Experience

Because lasting **IMPACT** and improved team performance are the result of valuable touchpoints before, during, and after your event, Sean partners with you to deliver more than an isolated program.

Here is a summary of what to expect from Sean as part of his **ALL-INCLUSIVE** package:



## PREGAME

- A personalized **teaser video** create anticipation
- An **pre-event survey link** to collect attendee perspectives
- A **pregame prep call** to clarify details the week before your event
- **All required travel expenses** and a text when Sean arrives



## GAMEDAY

- An **introduction script** for you to use to bring Sean on stage
- Sean's customized **program of engaging content and activities**
- Interactive and **meaningful insights** to improve team performance
- **A print copy of Sean's book** as a memorable gift for attendees



## POSTGAME

- A **follow-up video series** to reinforce Sean's message
- A full **audio-version download of Sean's book** for every attendee
- A **post-event zoom call** to review survey data and event impact
- 30 days of **ongoing advisory email and text support** with Sean

