

Dear Sean,

"Is it really possible to be *intentional* about culture?"

Like most of our clients, you've probably created a pretty good culture. But is that really enough? Is there more you could be doing to drive your culture more [intentionally](#) into the DNA of your organization? Is there more you could be doing to leverage your culture as a strategic competitive advantage?

Our [Fundamentals System](#)™ gives you the roadmap, the tools, and the guidance to do just that. It takes culture from abstract to actionable by helping you define the behaviors that most drive your company's success. Then it helps you to ritualize the practice of those behaviors, literally transforming your company's cultural DNA.

Why High Performing Culture? We literally "wrote the [book](#)" on the clearest, simplest, most practical way to build and sustain world-class cultures.

If you're ready to find out more, we'd love to hear from you:

877-HPC-5050 - [Email](#) - HighPerformingCulture.com

Warmly,



David J. Friedman
Founder

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