

Dear Sean,

The real question is whether yours is a **culture by chance**, or a **culture by design**?

Why does it matter? Because most CEOs agree that culture has a direct impact on how their people perform and, by extension, their bottom-line results. Absent an intentional and systematic approach on your part, the fate of your culture is pretty much left to chance.



If you're like most of [our clients](#), you probably hire good people, you treat them well, you set a good example, and you even articulate your values clearly. In short, you've created a good culture. But is that really enough? Is there more you could be doing to drive your culture more deeply and more consistently 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,

A handwritten signature in black ink that reads "David". The signature is fluid and cursive, with a large initial 'D'.

David J. Friedman
Founder

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