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Dear Sean,

## You've got a strategic plan for Sales, Marketing, and Finance. Why not culture?

Like most CEOs, you know that culture has a [significant and direct impact](#) on how your people perform, and by extension, on your results. You also realize that without a systematic way to drive your company's values into actionable employee behaviors, you're not likely to see any of those results.

It's time to get strategic about your culture.

[High Performing Culture](#) shows companies how to build and maintain world-class cultures with a [system](#) that's straightforward, practical, and easy to use. Most importantly, it's been [proven](#) to work in companies nationwide. 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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High Performing Culture | 909 Kings Highway North | Cherry Hill | NJ | 08034