

Dear Sean,

Culture: *the competitive edge in a commoditized world.*

How is that some companies manage to stand out year after year in industries that are mostly commoditized? When you examine the research, it's not because of *what* they offer but *how* they offer it. It's their people that create [real differentiation](#).

It's all about your culture

Our [Fundamentals System](#)™ gives you the roadmap, the tools, and the guidance to take 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.

A yellow sticky note with the handwritten text "What makes your company unique?" in blue ink. The note is slightly tilted and has a drop shadow effect.

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 stylized and cursive.

David J. Friedman
Founder

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