

# FHCA 2019 Annual Conference & Trade Show

## CE Session #19 – Mega Session – Fireside Chat: Culture That Rocks: How to Amp Up or Revolutionize a Company's Culture

Monday, August 5 – 2:00 to 4:00 p.m.

Windermere YZ

### Seminar Description:

Jim's most-requested presentation uses the visceral backdrop of several well-known brands, including Hard Rock International, as a platform to discuss key strategies to transform any organization's culture. In his signature Rock 'n Roll style, Jim delivers insight on every element of organizational culture, including: a Clear-Cut Definition Of Culture (finally!), Heritage Vs. Culture, Brand Ambassadors, Employee Engagement, and How To Hire (and retain) Leadership Rock Stars. If you're open to disruptive change within your organization, don't miss the opportunity to hear what all the noise is about.

### Presenter Bio(s):

A Training & Development veteran for 30+ years, **Jim Knight** facilitates on a variety of interactive topics, including sessions around organizational culture, world-class service, building rock star teams, hiring & retaining "rock stars", employee branding, performance management, philanthropy and facilitation training. Jim has put his experience and creativity to work, which has consistently developed cutting-edge training concepts. Jim Knight was recognized by Training Magazine as representing one of the Top 125 training companies in the world out of all industries & businesses. Jim has since been featured in Forbes Magazine, Inc. Magazine, Entrepreneur Magazine, Nation's Restaurant News, Business News Daily and Fox Business News. Jim Knight is also the best-selling author of Culture that Rocks!: How to Revolutionize Your Company's Culture. A portion of his book, monthly report and speaking proceeds goes to No Kid Hungry to eliminate childhood hunger in the U.S. and the LEAP Foundation, which supports severe trauma victims through wilderness therapy.