

# Think Differently: Create the Culture that Promotes *Satisfaction* and *Success*

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# Financial Disclosure

**I have the following financial interests or relationships to disclose:**

BSM Consulting, a Division of VMG Health:  
Consultant/Advisor, Employee, Owner of Company,  
Equity/Stock Holder - Private Corp

Laura Baldwin is a Senior Consultant at BSM Consulting.

# Our Agenda



Explore the motivations of people in today's workforce



Critically assess current culture builders and drainers



Learn how to utilize mission and core values to motivate and inspire your teams



Identify opportunities to use data to build a business case for investing in culture



Walk away with strategies that support your desired culture

# Wrap-up

# THANK YOU

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