



# 4D CULTURE

*“Don’t tell them what you’re going to do—that’s vision. Do what you are going to do—that’s culture.”*

JOHN C. MAXWELL

## THE 4 DIMENSIONS OF CULTURE

A LEADER’S WORKSHOP THAT DEFINES WHAT CULTURE IS, HOW CULTURE DRIVES BUSINESS, AND A STEP-BY-STEP PROCESS TO DESIGNING YOUR OWN CULTURE.

*Your key to executing strategy, navigating adversity, and capturing opportunity.*

*Create an environment that extracts and inspires the best from each employee.*

*Develop the confident nature, bold approach, and courageous action-oriented steps to lead those around you.*



YOUR ROADMAP TO BUILDING A CULTURE PEOPLE WILL FALL IN LOVE WITH,  
WILLINGLY PROMOTE, AND VIGOROUSLY PROTECT AND DEFEND.

## MODULE 1: THE MOST IMPORTANT THING

- What is Culture?
- The 4 Culture Dimensions
- Why Culture Matters
- The 3 Functions of Business
- Executing Strategy
- Navigating Through Adversity and Crisis
- Capturing an Unexpected Opportunity
- The Leader-Culture Connection
- Recap and Key Takeaways

## MODULE 2: THE 4 CULTURE DIMENSIONS

- Complacent
- Compliant
- Committed
- Courageous
- Recap and Key Takeaways

## MODULE 3: A CULTURE CASE STUDY

- Analysis: 3 Functions of Business
- Executing on Strategy
- Navigating Through Adversity and Crisis
- Capturing an Unexpected Opportunity
- Recap and Key Takaways

## MODULE 4: BUILDING YOUR HEALTHY CULTURE

- 4 Steps to a Healthy Culture:
  1. Design
  2. Deploy
  3. Promote
  4. Protect
- The 3 Business Functions Framework
- The Culture Dimensions Framework