



## CULTURE IN ACTION

### Connecting People, Purpose & Performance

Organizations rarely lose momentum for lack of strategy or talent.

They stall and eventually erode under collective conditioning: the legacy patterns and institutional identities that silently shape decisions, systems, and relationships.

Under pressure, those patterns surface: the company that scaled fast but lost agility; the legacy brand that talks transformation yet protects turf; the mission-driven organization that burns out its people.

The result is misalignment, cultures that sound inspiring on paper but move out of sync in practice.

You can define values, but you can't force culture to shift. Good intentions don't rewire systemic patterns. Most development efforts add new processes without addressing the deeper system; the organizational nervous system driving behavior.

This keynote reframes culture as **Collective Coherence**: the alignment of story, structure, and system into an integrated, adaptive whole. Through The Unlearning Advantage™, participants learn to unearth legacy constraints, unlearn operating patterns and reorganize how the system responds under pressure.

When collective coherence emerges, communication aligns, collaboration integrates and execution flows. That's culture in action.

### Ideal Audience

**C-suite leaders, senior executives, culture and people officers, transformation teams, and executive groups focused on building a culture that is reflected in everyday decisions, interactions, and outcomes.**

## Key Learning Outcomes



**Diagnose collective conditioning:** Identify the narratives and identity patterns that unconsciously shape decisions, systems, and practices.



**Dissolve legacy interference:** Apply the POCA® Model for unlearning to release outdated organizational patterns and realign around shared purpose.



**Anchor organizational coherence:** Embed alignment into structures, systems, and practices that translate strategy into culture in action.