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**BUSINESS**



# INNOVATING LEADERSHIP



with International Leadership Association Fellow  
**Maureen Metcalf**

## Innovating Leadership, Co-Creating Our Future

Tuesday at 11 AM Pacific

**October 13th 2020: Culture Code Champions: 7 Steps to Scale & Succeed in Your Business**

People are the crux of any organization's success, but many businesses don't take any intentional steps to create an energetic, positive work environment that spirals people's attitudes upward. Yet, the right culture can help you create a 'cycle-proof' business that can grow even during your industry's bust cycles that inflict economic pain on competitors. Bill Higgs joins Maureen to share the costs of bad company culture and the ways leaders can build great company cultures.

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### Featured Guest



#### Bill Higgs

Bill, an authority on corporate culture, is the Forbes Books author of the book Culture Code Champions: 7 Steps to Scale & Succeed in Your Business. He recently launched the iTunes New & Noteworthy Culture Code Champions podcast. Bill is also retired CEO of Mustang Engineering Inc., which he and two partners started in Houston, Texas, in 1987 to design and build offshore oil platforms. Over the next 20 years, they grew the company from their initial \$15,000 investment and three people to a billion-dollar company with 6,500 people worldwide; since then, it has grown to a \$2 billion company with more than 12,000 people. Bill is a distinguished 1974 graduate (top 5 percent academically) of the

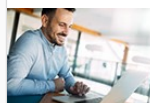
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