



The Business Elevation Show with Chris Cooper - Be More. Achieve More
Friday at 8 AM Pacific

January 04th 2013: 'Culture is Everything - Transform Your Business' with guests Martin Palethorpe and Phil Clothier

What is culture and why is it so important to business performance? How do we create a great culture? So often when a business fails, has a PR disaster or gets into trouble during merger or acquisition it is put down to cultural failure. At worst, you see headlines such as 'the culture was rotten to the core!'. Great businesses build great cultures that deliver and attract great results. Fail to do so today and your failings can soon be plastered all over the internet and media. Not only this, to do business well we also need to understand and be sensitive to the cultures of different countries

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Featured Guests



Phil Clothier

Phil Clothier: Phil is the CEO of Barrett Values Centre, an international organisation working through a consulting network in over 75 countries. He works with leaders to bring about ethical, sustainable transformation. Phil's core values are Trust, Humour/Fun & Love. He specialises in the study of love, values and consciousness within business and society. The core products of the organisation are the Cultural Transformation Tools. These tools have been used in over 5000 organisations to support leaders in understanding people and culture to create new conversations that have a positive impact on employee fulfilment, customer satisfaction and overall organisational success and sustainability

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Martin Palethorpe

Martin Palethorpe is one of the UK's leading Executive Coaches. He is the founding Director of The Pragma Group, a UK-based performance consultancy. He coaches CEOs and Executive teams to help them improve in all aspects of human, leadership & organisational performance. His transformational approach teaching about the human mind is at the core of much of his work. Clients value Martin's pragmatic bold approach, his business & sporting experience and perspectives, and his knowledge of human & organisational development. He has significant experience with clients in a multitude of sectors and sizes. During his first career, he worked at a senior level inside large & small technology businesses

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