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April 10th 2013: Leveraging Your Business Culture

The word "culture" it seems elusive, however, business culture is a phenomenon that has a powerful impact on your business success. What we value, how we do business, how we interact with our customers and with each other defines a business culture. Do you know your business culture? Can you recognize its impact? Dr. Anne Ferrante explains the link between culture and financial performance, customer satisfaction and employee engagement and the critical role of organizational and personal leadership.



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Featured Guest



Dr. Anne Ferrante

Dr. Anne Ferrante is an educator, executive coach and organizational cultural expert. What stimulated Anne's interest and experience with business culture was when she was an internal organizational development consultant for ATT and Lucent Technologies.

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