

# THE VIRTUAL CULTURE BLUEPRINT

How to lead the remote, distributed workforce.



## The new game of leadership.

The world has gone virtual. How do you lead when you can't see what everyone is doing? How do you create a strong culture? How do you deliver on time, while keeping people engaged and having fun? This online experience comes in the form of content as well as learning through the delivery itself.

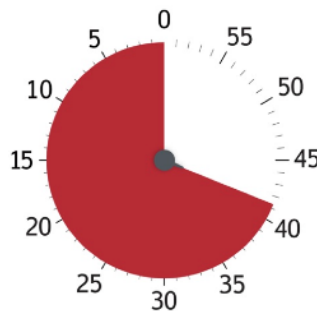
## Your people will learn to:

- ✓ Make meetings effective and engaging
- ✓ Work collaboratively across space and time
- ✓ Keep people from checking out
- ✓ Develop rhythms and rituals
- ✓ Balance work, life and family

## What Makes it Different:



Highly engaging and entertaining



Game Dynamics



Interactive

**Robert Richman** (former Culture Strategist and Manager for Zappos), has spoke for Google, Toyota, Eli Lilly, Intuit, Pearson, and major conferences such as Gartner's CIO Forum. Robert is the author of the *Culture Blueprint: A Guide To Building the High Performance Workplace*.



# MODELS THAT WORK

Robert helps clients create protocols and processes of collaboration.



# C-LEVEL, VP, DIRECTOR KEYNOTE

## Principles, Techniques and Tools



"People were blown away. Robert not only delivered great content. He brought so much energy that we were all excited to put it into practice. People literally emailed me to say it blew their minds."

Amy Doescher, Intel



Topic	Content	Time
<b>Culture Fundamentals</b>	The real rules of culture	0:00
	What drives all behaviors	0:05
	Great companies create great games	0:07
<b>Executing</b>	How to articulate a clear vision	0:10
	Crowdsource the strategy	0:12
	Scale agility	0:17
<b>Meeting</b>	How to hold attention and engage people	0:20
	Game structure applied to online meetings	0:30
	Opening, closing and driving next actions	0:35
	Preventable errors and rookie moves	0:40
<b>Next Actions</b>	Q&A and moving into action	0:45

# MANAGER WORKSHOP

## Principles, Techniques and Tools



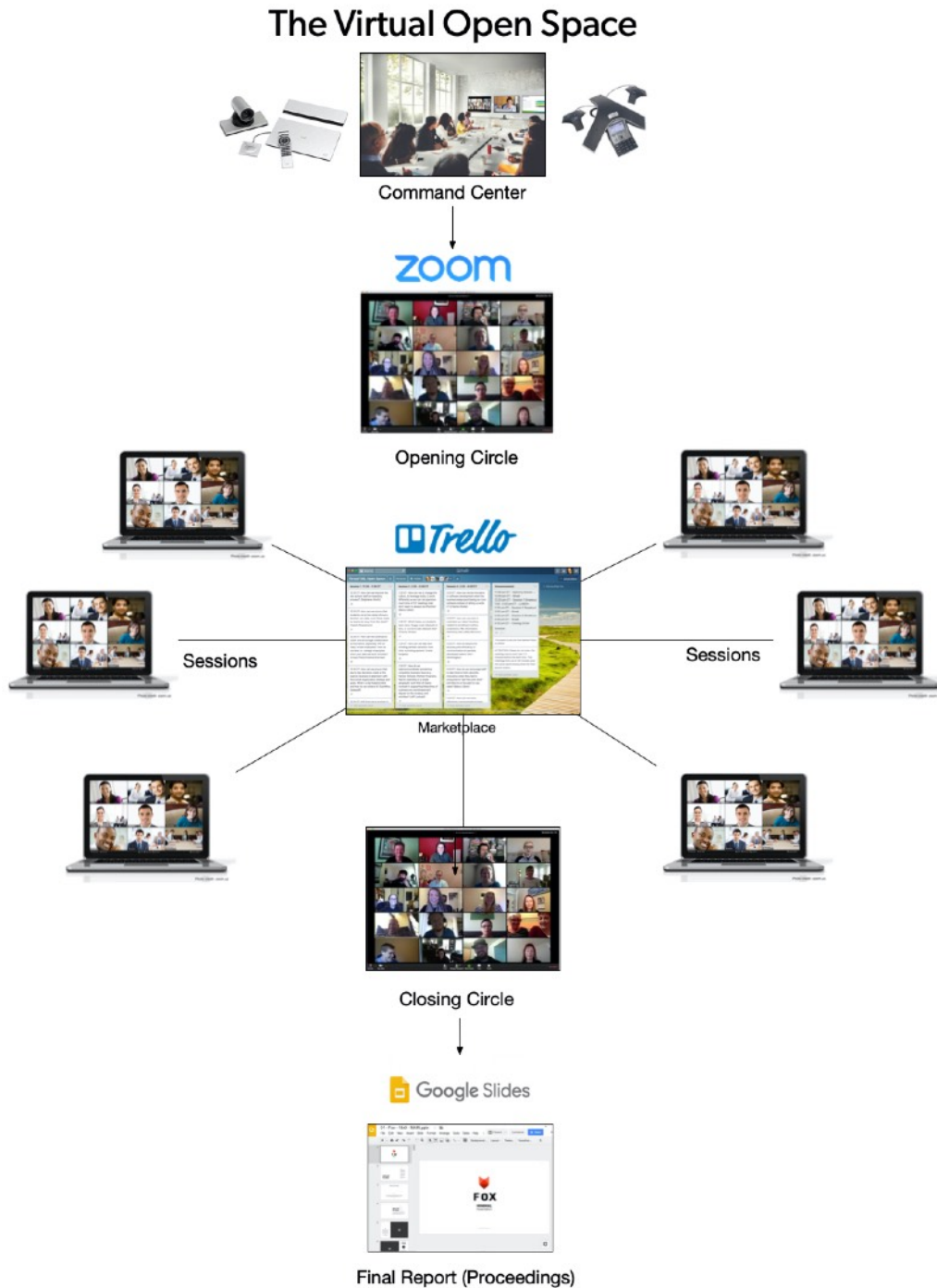
The online immersive experience teaches managers how to lead in these times in real time. What does that mean? It means that your people don't just learn through the content. They learn how to lead from the way it's delivered.

Topic	Content	Time
<b>Culture Fundamentals</b>	The real rules of culture	0:00
	What drives all behaviors	0:05
	Great companies create great games	0:10
	The true differences between virtual and in-person	0:15
	<b>Q&amp;A or small group breakout</b>	0:20
<b>Executing</b>	How to articulate a clear vision	0:25
	Crowdsource the strategy	0:30
	Plan Across Time	0:35
	Scale agility	0:40
	<b>Q&amp;A or small group breakout</b>	0:45
<b>BREAK</b>		0:50
<b>Meeting</b>	How to hold attention and engage people	1:00
	Game structure applied to online meetings	1:05
	Opening, closing and driving next actions	1:10
	Silly errors and rookie moves	1:15
	<b>Q&amp;A or small group breakout</b>	1:20
<b>Communicating</b>	Live + Asynchronous communication	1:25
	When to use what medium	1:30
	Professionalism in the digital age	1:35
	Communication Hacks	1:40
	<b>Q&amp;A or small group breakout</b>	1:45
<b>Next Actions</b>	Wrap up, and moving into action	1:50

# ENTIRE COMPANY OPEN SPACE

Unleash the full power of your teams.

A full company meeting can be held online. The trick is to create an open environment where your own people get to lead, attend sessions, and get into action. All you have to do is set the directive. What is your vision? Open Space will unleash it and crowdsource the action.





# "MIND BLOWING"

Robert works with high-growth, and Fortune 100 companies.



"Over the last ten years, I've booked nearly 100 speakers for my trade association. I can count on one hand the number of speakers that were as well received as Robert Richman. He's passionate and articulate about building company culture, and he quickly engaged our crowd. The response was so strong that I'm re-booking him to expand on his initial presentation."

-Paul Charchian, President FTSA



"After Robert Richman delivered his keynote speech to our manager's strategy session we realized it was really BEYOND great and more like WOW!... Robert not only shared the Zappos culture, but also deeper insights about how culture and service work together. Our team was highly engaged and we had to cut people off because there were so many questions. While Toyota already has an excellent culture and award-winning service, Robert's inspiration gave us ideas to take it to the next level."

Clay Cosse – Manager, Toyota



"What a fantastic experience it was learning about Zappos culture from Robert Richman. He gave tremendous insight into what makes their culture work and also gave practical applications of how we could be even more effective at Whole Foods Market. And our culture is very deep already! His examples of service and how to make immediate impact on the team were awesome... I can't recommend Robert enough!"

Richard Findlay – Vice President



"We have been working together for 3 years now. You pushed me in ways that I was uncomfortable with, but in hindsight it was exactly what I needed. You taught me how to ask the right questions and to look at the business in a very different way. You have helped me become a better leader than I already was. And my success is in no small part due to what we've done together."

Jonathan Green – Director HQ Customer Service Operations



"Thank you so much for speaking at our conference. In 8 years of the "Facilitating Leadership in Excellence" event, you were the BEST! I will be getting your information and I will work on making a cultural paradigm shift with our dealership teams! Your energy and passion stirred up revival! BRAVO!!!"

Cheryl Bauman – Facilitator in Standards for Excellent

# CALENDAR SPACE IS LIMITED

Call now so you can start thriving in these times.



Robert Richman is represented by BigSpeak.

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