

READY FOR UNSTOPPABLE RESULTS?

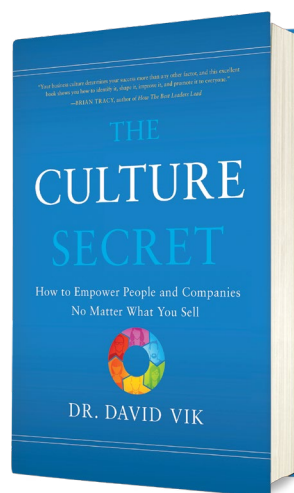
EMPOWER YOUR PEOPLE & ORGANIZATIONS TO REACH THEIR FULL POTENTIAL WITH THE CULTURE KING, DR. DAVID VIK

The most successful business leaders consistently rank organizational culture high on their list of factors that drive employee retention and customer loyalty. Yet despite the known importance of culture, few companies fully empower their greatest assets, people.

Dr. David Vik, known as The Culture King, has mastered the secret of taking your people and organization to the next level through an empowering culture. His strategic approach quickly gets you beyond “casual Friday” and helps your refocus your culture as a potent catalyst for achieving bottom-line growth and empowering human potential.

Vik has proven that culture is not only a potent weapon of influence and competitive advantage for your organization, but it’s an essential strategy that you can harness to align your people and company with your goals for long-term organizational success. In Dr. Vik’s uniquely inspiring presentations and engaging workshops, audiences learn how to create and align the five structures of a world-class culture so they can attract and retain high-quality, engaged employees and loyal customers, which enable their organizations to grow at unprecedented rates.

Dr. Vik brings unrivaled experience, enthusiasm and energy to his engagements, revealing the “Culture Secret” to help leaders, managers and entrepreneurs understand how to make people truly feel appreciated and empowered to reach their full potential. For more information about how Dr. Vik can help take your organization to the next level and reach its full potential, contact info@theculturesecret.com.



SPEAKING TOPICS

- How to Build a Culture of Human Empowerment to Help Your People and Company Reach Their Full Potential
- How to Develop and Align the Five Key Structures of Culture for Unstoppable Results
- How to Gain Passionate, Loyal Customers through Experience and the Emotional Connection
- How to Attract and Retain Talented Employees to Fuel Your Growth



THE CULTURE SECRET

Empowering People and Companies

Connect with Dr. Vik



info@TheCultureSecret.com

PRAISE FOR DR. VIK

“We were stuck—now we have one of America’s fastest growing companies. It’s fun, we are all engaged and reaching our full potential, taking it to the next level. Read *The Culture Secret* and see what it can do for you, your employees, and your company. Doc’s The Guru”

—Ali Behnam, managing partner, co-founder, Riviera Partners

“Your business culture determines your success more than any other factor, and this excellent book show you how to identify it, shape it, improve it, and promote it to everyone.”

– Brian Tracy, author of *How the Best Leaders Lead*

“We saw firsthand what Dr. Vik has done to empower people at the companies he’s worked with, and it is nothing short of amazing. If you are a leader, you would do well to heed the Doc’s clear, concise, and powerful messages.”

– Adrian Gostick and Chester Elton, *New York Times* bestselling authors of *All In* and *The Carrot Principle*

“Learn from former Zappos Coach Doc Vik on making corporate culture a part of your profitability and growth strategy.”

– Jeanne Bliss, author of *I Love You More Than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad*

“*The Culture Secret* provides business leaders the most up-to-date, comprehensive, and effective approach to creating an exceptional corporate culture. When it comes to business success, culture is king, and I highly recommend that every manager and leader read this book.”

– Jon Gordon, bestselling author of *The Energy Bus* and *Soup: A Recipe to Nourish Your Team and Culture*

“One of the most important things I have observed is seeing how important getting the Culture right really is to building great companies . . . Doc nailed it.”

—Larry Benet, the “Connector” and SANG (Speakers and Authors Networking Group) Founder



PAST SPEAKING EVENTS

- Zappos
- Adidas
- O’Neill
- Van’s
- Lost Clothing
- Riviera Partners
- National Restaurant Association



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MEET DR. DAVID VIK



As Author and CEO of The Culture Secret, Dr. David Vik helps leaders, managers and entrepreneurs at established companies and startups improve their organizational culture, empower employee and customer loyalty, and drive business success on a daily basis. Dr. Vik has advised CEOs, executives, investment teams, managers and human resource teams, and helped numerous Fortune 500 companies align the 5 structures

of their culture, create a unique culture blueprint, build a common language, and commit to success through goals, positive recognition programs, and developing highly productive work environments.

Dr. Vik served as Coach at Zappos throughout the company's critical formative years, 2005 to 2009, and helped shape a culture that consistently ranks in the top ten of Fortune's annual best companies to work for list. Zappos has become synonymous with great corporate culture as a result of Dr. Vik's work; the company has received worldwide attention and has been featured in countless media outlets, including 60 Minutes and Date-line, among other programs.

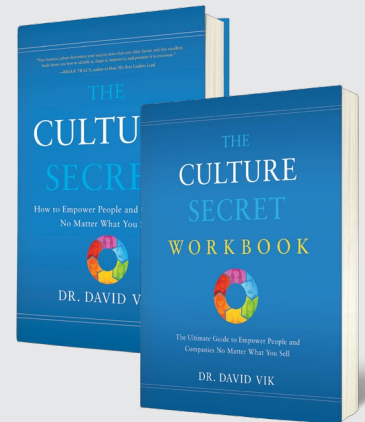
Prior to his work with Zappos, Dr. Vik founded and grew one of the most successful chiropractic clinics in the country while coaching health professionals toward their business goals. With more than twenty-five years of experience, Dr. Vik has steered organizations to the creation of successful, profitable and enduring cultures.

In his new book and workbook, *The Culture Secret*, Dr. Vik shows you the surefire way to build and align a unique culture, increase employee retention and deepen the passion and loyalty of customers. It's a powerful, actionable guide to developing a winning culture—a topic that companies can no longer afford to ignore.

DR. VIK'S NEW BOOK AND WORKBOOK

The Culture Secret shows you how to build a culture that aligns:

- Vision
- Purpose
- Business Model
- Unique/WOW Factors
- Values
- Inspired Leadership
- Human Empowerment
- Customer Service
- Brand
- Experience and the Emotional Connection



Purchase a copy on **Amazon** or wherever fine books are sold.



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