



PURPOSE-DRIVEN CULTURE: **Overcoming uncertainty and overwhelm in an evolving marketplace**

Why are some organizations bogged down by the stress of change while others are agile and successful in the same environment?

Culture is the reflection of how well the organization deals with overwhelm and uncertainty.

Through her research on job stress, Eliz Greene discovered surprising insights on how stress in high-pressure professions and during change and crisis impacts employee retention and organizational performance.

As an outsider with a research tool collecting anonymous data, she received volumes of unvarnished truth from employees and profound insights into stressors in their organizations.

Through stories from a wide variety of leaders and employees interviewed during her study Eliz delves into the often-misunderstood generational differences in the emotional reaction to stressors and why purpose-driven organizations succeed. In this session:

- **Understand** the impact of overwhelm and uncertainty on performance and retention.
- **Discover** how to engage multi-generational employees to work with purpose.
- **Hear** what high performing organizations are doing to innovate and compete for the best talent.
- **Learn** why purpose-driven organizations attract and retain employees.

45 - 90-minute Keynote or 1/2 Day Workshop (can be combined with other programs or a full day seminar)

Perfect for:

Sales Meetings
Leadership Training Events
Association Conferences
Closing Keynote
Patient Conferences
Nursing Conferences
Human Resources Events

Interactive participation may include:

- Human pie charts
- Post-it exercise
- Stress reduction style quiz
- Dancing if appropriate