

The 3 Big “Corporate” Myths

Costing Your Company Boatloads of Cash

Myth 1 - “Business is Business”

Nope, business is something people do. Therefore business is personal.

Myth 2 - “Put Your Customer First”

Putting customers first is simply not a good idea. It sounds proper and selfless but by its very nature it corrupts an organization. It’s an alleged value... but a value that is misguided and therefore confusing. Only when employees are first will customers ever be first. Any other orientation and it still comes out the same. Healthier people create healthier teams and healthier teams create healthier companies. If the input isn’t right the output remains the same.

Myth 3 - “Build A Great Product or Service & People Will Buy”

If you make a super product or provide a needed service people may buy it but only if you’ve got a world class team delivering and supporting it will the fun last. Great companies are built on purpose one person at a time -- not by luck or accident. AND if I had a 4th Myth... it would be -- “Culture is too hard to understand and build.” It’s simply NOT true.

Truth - Culture Eats Strategy For Breakfast

Famous Management Consultant Peter Drucker shared these words decades ago and slowly many companies have figured out just how important focusing on building great teams really is to their long term success and as important health. The problem is they don’t necessarily know how to improve their teams. *They know “produce, sell, produce more, sell more”*. They’ve got their eye on the wrong ball. Most companies are still working off a **shareholder driven industrial-age quasi sweatshop mentality**. No commas needed. We pretend it’s not true by offering free coffee, flex time and occasional donuts but the elephant is still in the room. What then is the solution?

You Want a Better Culture with Engaged Employees BUT How Does it Happen?

Following Management Guru Patrick Lencioni, Executive Coach & Workshop Leader T. Dan Nichols knows exactly how to make the ideas relate-able and sticky. It starts with leadership and flows from there. You have to wrap your head around concepts first and then find ways of employing them in the workforce ON PURPOSE.

People will walk away from Dan's presentation understanding just how critical building a team is. What he shares has the capacity to turn a company around.

The triangle is a key piece of Dan's talking points.



Author/Speaker Dan Nichols

Presenter, Entrepreneur and Executive Coach T. Dan Nichols presents the information your company needs in a thoughtful and inspiring manner. Having spoke from the stage alongside speakers: Colin Powell, Rudy Giuliani, Lou Holtz, Steve Forbes and many more he knows how to engage a group. He's also traveled the country as a professional game show host and disc jockey for over 20 years. He believes work should be enjoyable and he walks that walk.

The 3 Myths presentation can adapt from 30-90 minutes allowing for interaction.

Contact Dan Nichols for booking: 248-541-0250 email - tdannichols@gmail.com

<https://ThriveOrchard.com>

