

2026 **ATDSHOW**  
**LAS VEGAS**  
FEBRUARY 3-5



# Disrupt Yourself Before the Market Disrupts You

#ATDSHOW

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1

Importance of being  
and agent of a  
change culture.

2

Plan for change;  
engage your team;  
minimize resistance

3

Clearly  
communicate  
change



**“Because” OR “Be Cause”?**



# The “Disruptor” Statistics They Are Not Telling you

82

70

50 14

69

29

7X

74

**Thinking > Knowing > Doing**

# Anchors For Leading Change

1. See It
2. Plan It
3. Sell It
4. Do It
5. Review It

# What is Culture, Really?

The bottom line is how we **THINK** shapes what we do.

Thinking drives **ACT**ion.

Actions shape **INTERACT**ions.

Interactions determine outcomes. Outcomes deliver on the purpose of an organization.



# Anchors For Leading Change

1. See It

# 3 Questions ALL Followers Ask:

1. Can you HELP me?
2. Do you CARE for me?
3. Can I TRUST you?



# Anchors For Leading Change

1. See It
2. Plan It

# Three BIG Questions

- What Matters
- What's Missing
- What's Next

# Communication Essentials

1. Purpose
2. Perspective
3. Relationships
4. Mechanics
5. Questions
6. Listen



# Anchors For Leading Change

1. See It
2. Plan It
3. Sell It

# Turn Engagement into Margin

Weekly Feedback

+

One on Ones as Production Meetings

+

Recognition in plain sight

=

Increased profits, rising sales, improved quality

NO ADDITIONAL COST



# Anchors For Leading Change

1. See It
2. Plan It
3. Sell It
4. Do It

# Empower to Thrive

- Delegate the right way
  - Delegate tasks, you will create followers
  - Delegate authority, you will create leaders
- Excitement to Grow
  - Excited to be part of something bigger
  - Individual progress from their effort



# Anchors For Leading Change

1. See It
2. Plan It
3. Sell It
4. Do It
5. Review It

# 10 Measureable Attributes

1. Effective communication.
2. Trust and respect.
3. Teamwork and collaboration.
4. Empowerment and accountability.
5. Continuous learning and development.
6. Living our values.
7. Celebration and appreciation.
8. Seen and heard.
9. Fun and positive environment.
10. Support and care.



# Your Scorecard



# Rating System

Your Culture Impact Scorecard gives you a visual pulse on your organization's cultural health using a five-point rating scale. This scale reflects how consistently a specific cultural behavior or value is experienced across the organization.

**0-59%: Destructive (Red)**

**Status:** Clear breakdown. This behavior is rarely seen and actively eroding trust, alignment, or performance. Urgent intervention required.

**60-74%: At-Risk (Orange)**

**Status:** This behavior is inconsistent and unreliable, leading to confusion and mistrust. Without intentional action, cultural deterioration is likely.

**75-89%: Unstable (Yellow)**

**Status:** This behavior shows some traction but is not dependable. Inconsistencies remain, and caution is still warranted. Requires reinforcement and clarity.

**90-100%: Optimal (Green)**

**Status:** This behavior is consistently lived and experienced across the organization. It reflects a cultural strength and supports long-term health and performance.

0-59%

60-74%

75-89%

90-100%

*Cultures experiencing less than 70% agreement are flagged as 'at risk.'*  
(Gallup & Deloitte)

# Culture Impact Index

A Snapshot of Cultural Alignment and Leadership  
Credibility

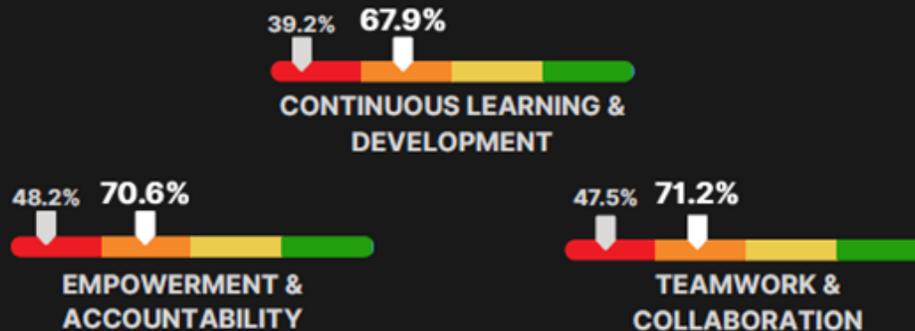
75.6%



## What This Score Signals:

- The team is ready—but needs direction — Employees are engaged and willing, but unclear priorities and inconsistent messaging are holding them back.
- Leadership inconsistency is creating friction — Values are known but not consistently modeled, and accountability feels uneven across roles.
- Momentum is real, but fragile — The team is motivated to grow, but unresolved tension could lead to burnout without timely, intentional leadership action.

## High-Risk Areas:



# Is Your Culture.....

One of complacency, status quo, stagnant...

OR

A culture of change, growth, creativity...

“Stop doing what is stopping you.”

Chris Robinson  
EVP, Maxwell Leadership



**QUESTIONS?**

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