

# MEET BEN ORTLIP



Featured:



## SUGGESTED QUESTIONS

- What inspired you to write *Culture Is the New Leadership*, and how has the book been received by the business community?
- How do you define organizational culture, and why is it so critical to business success?
- Can you explain the three workplace motivators: Craft, Cause, and Community™? How do they shape employee engagement?
- How does The Culture MRI® differ from other culture assessments, and what makes it so effective?
- What role does leadership play in shaping and sustaining a positive organizational culture?
- How can companies use culture as a tool to attract and retain top talent, especially Millennials?
- What are the most common mistakes leaders make when trying to improve their company's culture?
- How can organizations measure the ROI of their culture initiatives?

## SUGGESTED TOPICS

- **The Impact of Culture on Business Success:** Explore how aligning culture with leadership drives organizational performance.
- **How to Attract and Retain Millennials:** Strategies from *Culture Is the New Leadership* that help companies win over the Millennial workforce.
- **The Evolution of Workplace Culture:** How cultural shifts are redefining leadership in the 21st century.
- **Measuring Culture with The Culture MRI®:** Discover the science behind culture measurement and its role in enhancing employee engagement.
- **The Power of Purpose in the Workplace:** Why Craft, Cause, and Community™ are the three motivators that every leader should understand.
- **Turning Culture into a Competitive Advantage:** Practical advice for leaders looking to leverage culture for business growth.

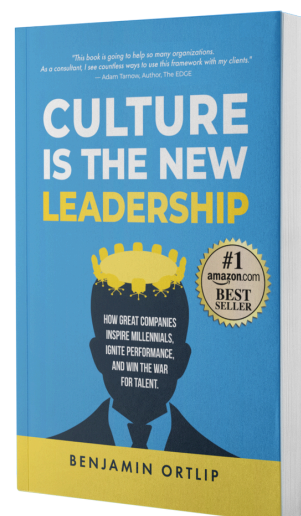
In 1990, Ben Ortliip walked away from a prestigious position in a highly-respected ad agency. He wondered, "How can a job this good be this bad?!" Puzzled, Ortliip turned from writing for famous brands to writing about the cultures that drove them - the brand inside. What followed was a thirty-year quest to understand what makes people happy and productive in the workplace. Along the way, Ortliip directed projects for The Drucker Institute, Ken Blanchard, John Maxwell, Henry Cloud and Tony Robbins, while shaping culture for companies like UPS, Delta, Salesforce, and Chick-fil-A. Today, Ortliip's landmark findings are distilled into The Culture MRI®, a system for measuring culture and building a sought-after workplace.



*"The best book on culture I've ever read!"*

— Adam Tarnow, Host of the "How To Lead" Podcast

*Culture Is the New Leadership* is a must-read for any leader looking to create a workplace that not only attracts but also retains and inspires top talent. In his book, Ben Ortliip shares decades of experience gleaned while shaping the cultures of some of the world's most admired companies. He provides practical insights and actionable strategies to help leaders harness the power of culture and drive their organizations to new heights.



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