



# Strategy, Culture & Profits

**Start Date: 7/16/2015 7:30 AM**

**End Date: 7/16/2015 10:00 AM**

Strategy, Culture, and Profits      This program is sponsored by GVC SHRM. This program has been pre-approved for 2 Professional Development Credits (PDCs) by the Society of Human Resource Management and 2 Business (Strategic) credits by the HR Certification Institute.      Speaker: Bruce Peters, CEO, WCEOHQ Forums      Sponsor: One Stop Janitorial & Office Supply      Location: NYSUT Conference Center, 30 North Union Street, Rochester, NY 14607      Registration & Networking: 7:30am - 8:00am      Program: 8:00am - 10:00am      We explore the BUSINESS of Culture in this session lead by Bruce W. Peters, CEO, WCEOHQ. The workshop is based upon Delivering Happiness – A Path to Profits, Passion, and Purpose by Zappos.com CEO, Tony Hsieh. Learn how the Zappos Family grew from a risky start up to a billion dollar business while keeping the company culture a top priority. See how the values of the Zappos Family have driven decisions and sparked growth at a staggering rate. Find out how one warehouse is able to ship items out around the country with record speed. We will explore how company culture affects the business strategy and bottom-line results. You will see best practices in action! By the end of this session, participants will learn: •How to create an Accountable Culture •Zappos.com – Why Happiness? •Contented Cows vs. Common Cows •The Culture Book •Branding through Customer Service •Core Values of an Accountable Culture •Zappos 10 Core Values      About our speaker: Bruce Peters specializes in executive leadership development, executive coaching, and 80/20 Strategic Marketing & Sales consulting. Bruce owns and operates Renaissance Executive Forums of Upstate NY™ specializing in top and key executive peer learning groups and CEO coaching...making a difference one promise/commitment at a time.

**PRICING:**      GVC SHRM Member: \$30      Non-Member: \$40      Member in Transition: \$15      Student: \$15

## Location(s)

NYSUT Conference  
Center, 30 North Union  
Street, Rochester, NY  
14607