

# The Attitude Strategy™

How To Engage in 30 Days And Build Morale And Customer Focus

## How Is Culture Related To Attitude?

**Culture = Behaviour.** How people behave toward each other, toward customers, toward work ethic, toward engagement on the job, toward management and toward how stressful they perceive their work to be are ALL learned behaviours - attitudes.

New employees joining any organization are quickly enrolled in the "how we do things 'round here" school of behavior and acceptable attitudes - regardless of how well they have been trained. People want to fit in and so they will mirror the behaviours and attitudes of the majority. In essence, the prevailing attitudes create your Culture.



## The Attitude Strategy™ Keynote

**The Attitude Strategy™** is Kevin's "Trust The Process" signature keynote which, because of its universal principles, can easily be wrapped around your theme. This is an ideal keynote presentation if you are in the process of building a new or enhanced Culture or meeting them of:

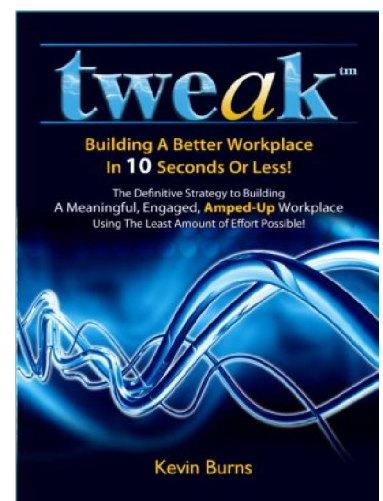
<b>Leadership</b>	<b>Communication</b>	<b>Customer Service</b>	<b>Sales</b>	<b>Health &amp; Safety</b>	<b>Resilience</b>
<b>Accountability</b>	<b>Attitude</b>	<b>Management</b>	<b>Work/Life Balance</b>	<b>Recruitment &amp; Retention</b>	<b>Wellness</b>

## What This Means To You

The **10 Key Development Strategies** from **The Attitude Strategy™** can help transform mindsets (Attitudes) in as little as one hour. This keynote presentation goes deep into the minds of attendees and, through stories and laughter, helps people to find their personal excellence and commitment to themselves and the performance of their jobs.

**Attitude can't be taught - but it can be learned.** And by reviewing the 10 Strategies for improved Attitude over a 30-day period, they will even notice the changes in themselves.

**Kevin Burns – Workplace Expert, Management Consultant and Futurist** is a worldwide authority on Management, Culture and the Workplace of the Future. He is the author of eight books including his forthcoming, **Tweak™ – Building A Better Workplace In 10 Seconds Or Less!** He is based in Calgary, Alberta, Canada. [www.kevburns.com](http://www.kevburns.com)



## Kevin's Signature Keynote

# Kevin Burns

Workplace Expert, Management Consultant and Futurist

building a better  
**WORKPLACE**



**Kevin Burns** is an outstanding keynote speaker, worldwide columnist and international Blogger of influence, consultant and thought-leader. He is the author of eight books including his forthcoming, **Tweak™ – Building A Better Workplace In 10 Seconds Or Less!** He is opinionated, blunt, direct, funny, thought-provoking, incredibly well-researched and usually ... right!

A former syndicated newspaper columnist on human dynamics and internal motivation and an internationally acclaimed thought-leader and workplace strategist, he brings his expertise to your organization.

In addition to his many speaking appearances before vast and varied corporate, association, government and safety audiences, Kevin, through his company **Burns Group International (BGI)** has developed numerous proprietary strategies and systems on how to improve personal results while contributing to a solid workplace environment, Culture, management and how to plan for the inevitable - the workplace of the future.

**Burns Group International (BGI)** is a company dedicated to improving employee and leadership attitudes within the Corporate Culture environment to improve performance, productivity, revenues and safety while at the same time lowering staff turnover, customer-loss, negativity and stress.

**BGi Group** develops strategies to create Culture solutions that:

- will move your organization to the front of the pack
- become an employer of choice,
- reduce attrition and staff turnover
- create strong succession/mentoring strategies
- engage workers and customers
- reduce absentee days
- remove barriers to strategic plan implementation

## **Burns Group International International Head Office**

Suite 719, 105-150 Crowfoot CR NW  
Calgary, AB, Canada T3G 3T2  
Toll-Free 1-877-BURNS-11  
Local 403-283-8357

[www.kevburns.com](http://www.kevburns.com)



Burns Group International

