MODULE 1

BUILDING A
CULTURE WITH SOUL

SOUL SYSTEM™
SEMINARS

2-DAY-SEMINAR-ON-SITE OR VIRTUAL LEADERSHIP ALIGNMENT

INSIGHT 1

WHY IS CORPORATE CULTURE SO CRITICAL?

An introduction of the importance of corporate culture as a driver of corporate performance.

Participants will understand the impact of corporate culture and learn how to get a balanced view of their company´s current culture.

INSIGHT 2

What separates corporate soul from "just" culture?

Every company has its culture, but only few companies have soul.

Participants will learn what the difference is between the two and which areas inside a company are most critical in the age of stakeholder capitalism.

INSIGHT 3

What is the Soul System™?

Building corporate soul requires an in-depth understanding of the interdependencies across all stakeholders.

Participants will be able to decode the levels of the Soul System™ and how it impacts the entire corporate eco-system.

INCLUDED FOR BOTH PRE- AND POST-TRAINING:

Emotional Intelligence Assessment	**MSCEIT**
Self-directed course	
Leadership online simulation	**Cultural Awareness**

TAKEAWAYS

Why corporate culture is a driver of success

What separates companies with Soul from the rest

How the age of Stakeholder Capitalism impacts each company

Which role leadership plays in driving culture

How to apply the Soul System™

Available for individual participants as well as for entire teams.

POWERING CULTURE & SUCCESS WITH THE SOUL SYSTEM™

"Building Corporate Soul shows how twenty-first century leaders can transform their companies into inspired communities." — Adrian Hallmark, Chairman and CEO, Bentley Motors

BUILDING
CORPORATE
SOUL

RALF SPECHT

BUILDING CORPORATE SOUL LEADERSHIP ACADEMY

GETTING STARTED: BUILDING A CORPORATE CULTURE WITH SOUL

CERTIFICATE

John Doe

has successfully completed this seminar on April 7 and 8, 2022

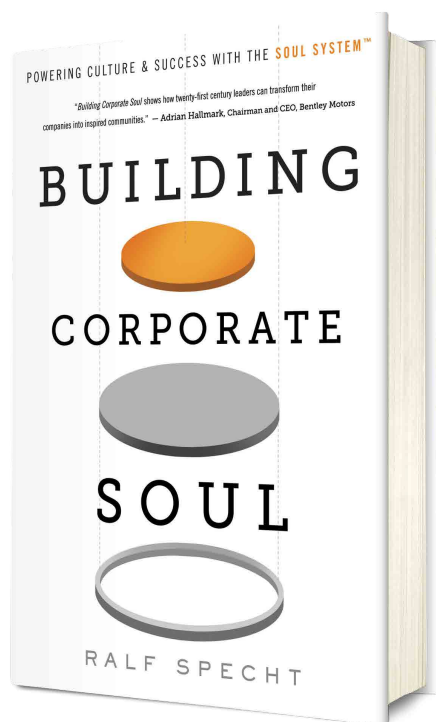✓ Why corporate culture is a driver of success
✓ What separates companies with Soul from the rest
✓ How the age of Stakeholder Capitalism impacts each company
✓ Which role leadership plays in driving culture
✓ How to apply the Soul System™

Ralf Specht   Ina Distel

Each participant receives a copy of the book "Building Corporate Soul"

Course - Certificate from BUILDING CORPORATE SOUL ACADEMY