



# MANUEL PALACHUK

## SPEAKER INTRODUCTION

Today our speaker is a culture fanatic and transformation guru.

He is here to share with us the cautionary tale of a toxic culture and how it devastated an organization from within.

Along the way, he will reveal the four cornerstones of culture that will help you to transform your culture into a positive, cohesive one.

Our speaker is a lifelong student of culture, having studied it up close in both the public and private sectors, in hundreds of organizations across four continents. He has run several successful companies and mentored many more around the world.

He is an award-winning martial arts student and certified instructor. As a COPE instructor and Sea Scout Skipper, he has taken teams and crews to top-level honors in their competitions.

He is the Founder & CEO of the International Culture Initiative, a foundation focused on helping organizations and teams get their culture right.

He is positioned at the intersection of Culture, Strategy, and Leadership, and transformation is his work.

Please welcome the author of the book *The Culture Imperative...*  
Manuel Palachuk.