




DEAR MISSION-DRIVEN LEADERS,

- >> If you're ready for **real culture transformation...**
- >> If you know what got us to 2025 **won't get us to 2030...**
- >> If you want to align your talent and teamwork with **sustainability goals...**

 **I make meeting planners look good!**

The Culture CARES® Advantage: Transforming Talent, Trust, & Teamwork

An empowered work culture inspires trust and engagement, making it easier to recruit and retain top talent.

Yet, it's harder than ever in this constantly changing world of burnout and overwhelm.

In this session, executives will learn to maximize staff potential with a focus on well-being, leveraging the Culture CARES® Model to transform organizational outcomes and sustainability.

Key Takeaways for Mission-driven CEOs, Executives, Board Members, and Department Leaders:



Proven model for culture change



A roadmap that goes beyond box-checking



Process to reduce burnout and boost morale



Strategies to increase retention & recruitment



Results that improve employer reputation



How to know if you're ready for an evolved culture

ABOUT MARCIA BECKNER

- ✓ **18+ Years as Nonprofit Founder, CEO, Fundraiser, and Patient Advocate**
- ✓ **Author: You Are Meant for Great Things: My Story of Turning Setbacks into Stepping Stone Stones - 2025 Gold Medal Winner, North American Book Awards**
- ✓ **Creator of Culture CARES® Model**
- ✓ **Organizational Psychology & Business Degree**
- ✓ **2023 Outstanding Leader Award: Health 2.0**

“*Awesome delivery, incredibly important topic, and very clear and credible strategies. It was an extremely valuable presentation.*”

— Richard, The Nonprofit Strategy Group

“*The CARES® model gives structure and a common language to the culture we all wish we had.*”

— Jenny Gruber, Atrium Health

If you think you don't have time to work on your culture, get me on stage.



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