



YOUR INVITATION TO PLAY A KEY ROLE

Support a generation of business executives building cultures of enduring greatness, all while showcasing your brand at the world's most elite gathering of culture creators and decision-makers.



Unstoppable Cultures™
FELLOWSHIP

CREATE THE CULTURE YOU
WERE BORN TO LEAD





The Unstoppable Cultures Fellowship is an exclusive in-person masterclass curated by Ginger Hardage, former Senior VP of Culture and Communications at Southwest Airlines, designed to help participants build and sustain cultures of enduring greatness in their organization.

The Unstoppable Cultures Fellowship consists of three main components:



FOUR DAY RETREAT

A four-day retreat unlike any other at the Four Seasons Rancho Encantado Santa Fe from November 11-14 or 18-21, 2019. Space is limited to 56 participants at each of the two sessions in 2019.

The agenda mixes fun offsite adventures, surprise VIP experiences, special guest presenters, and unforgettable moments.

CULTURE ROADMAP

Throughout The Fellowship retreat experience, participants will work through a 4-day culture transformation program and ultimately develop their own customized Culture Roadmap based on content from presenters, ideas from others, personal dialogue with coaches, and best-practices from the world's most admired cultures.

Coaches will guide participants on a journey through all 3 Pillars of an Unstoppable Culture so that their culture, too, can be unstoppable. This program is designed to give participants an actual plan to implement in their organization. The personalized plan is aimed to achieve tangible culture change in their organization. Consultants steeped in culture transformation experience will be there to assist in helping take their Culture Roadmap off the paper and into reality.

ALUMNI NETWORK

Membership into the Unstoppable Cultures Fellowship Alumni Network.



Ginger Hardage

Former Sr. VP of Culture & Communications



Joining Ginger Hardage as Coaches are:



David Salyers

Original Chick-fil-A
Marketing Executive
and Chick-fil-A Pioneer



CDR Rorke Denver

Navy SEAL Commander



Erica Javellana

Zappos Speaker of the
House



*Featuring a special
session on Diversity
& Inclusion with
Southwest Airlines'
Director of Diversity,
Raquel Daniels

THE 3 PILLARS OF UNSTOPPABLE CULTURES

01

SHARE STORIES RELENTLESSLY

For thousands of years, storytelling has been the primary means through which human beings have passed along information, values, and ideals. Unstoppable Cultures leverage powerful stories to align their organization and encourage their people to serve their external and internal stakeholders in an extraordinary way. Stories can serve as practical teaching moments that help turn abstract ideals into measurable and rewardable behaviors.

02

PUT PEOPLE FIRST

Most organizations would make the claim that people are a key to their future success. However, organizations with Unstoppable Cultures can give specific practices and behaviors that prove they do so at critical employee touchpoints. They have built systems that not only develop and support their employees but also reinforce the values and the purpose of the organization. Putting People First is all about taking good care of the people who serve your organization's external stakeholders. Whether that's customers, donors, students or the general public, putting people first will allow them to deliver outstanding experiences that further the organization's mission.

An Unstoppable Culture is not a faucet that is turned on and off. The most effective organizational cultures are constantly and strategically being nourished. In the same way that you maintain your body, your automobile, or a piece of machinery, culture needs regular nourishment in order to operate at its peak performance.

For many organizations, culture is at best an afterthought and at worst an unintentional consequence. Unstoppable Cultures have a strategic plan that they execute, attempting to influence specific value-adding aspects of their culture. In short, Unstoppable Cultures do not happen by accident.

ATTENDEE BENEFITS

- »»→ **Rare, personal access to the pioneers and architects of the world's best organizational cultures**
- »»→ **Small, intimate, personal, and hands-on experience – not your typical conference or seminar**
- »»→ **Association into a tribe of elite leaders who have decided to value culture above all else and who see culture as the ultimate competitive advantage**

HIGHLIGHTS FROM 2018



<https://vimeo.com/347779961>

WHAT PEOPLE ARE SAYING



<https://vimeo.com/347596236>

TESTIMONIALS

“I loved the opportunity to learn from the best of the best, and to be inspired and encouraged. The Unstoppable Cultures Fellowship focuses on people, and if we’re going to move our businesses forward and transform a generation, that’s where it starts.”

Paige Chenault
Founder & CEO

THE BIRTHDAY PARTY PROJECT

“This was the most valuable use of time of anything I’ve done in my career.”

Kelly Ann Doherty
Chief People and Culture Officer

MR. COOPER

“I tried to find an organizational behavior conference that was focused on the balance between brand and culture, and I couldn’t find anything. And then I stumbled upon the Unstoppable Cultures Fellowship! At the Fellowship, the idea of culture wasn’t only a topic, but it was infused in everything we did. This is put on by someone who truly understands what it takes to develop culture and bring people together.”

Kevin Jasmin

Director of Corporate Brand Strategy

TD AMERITRADE

“I walked away with best-in-class culture practices and initiatives that I could implement immediately.”

Rhea Foster

Chief Operating Officer

TEACH FOR AMERICA | DALLAS-FORT WORTH

A SAMPLE OF PAST FELLOWS

Leo Ramirez, Jr.

CEO AND CO-FOUNDER

ENCAST

Kendal Jolly

MANAGING DIRECTOR OF
CULTURE

TOLL BROTHERS

Rhonda Hall

VP, HUMAN RESOURCES
AND ORGANIZATIONAL
DEVELOPMENT

UNIVERSITY FEDERAL CREDIT
UNION

Deb Laudano

CORPORATE AMBASSADOR OF
CULTURE AND ENGAGEMENT
MAPLEWOOD SENIOR LIVING

Thais Hanson

DIRECTOR OF
COMMUNICATIONS
L3 TECHNOLOGIES

Kelly Ann Doherty

CHIEF COMMUNICATIONS
OFFICER
MR. COOPER

Kimi Dallman
MANAGING PARTNER
SWITCH CREATIVE

Barbara D'Agostino
EXECUTIVE DIRECTOR
GOODWIN HOUSE

Ross Cromartie
PRESIDENT AND CEO
ROCKETBAND

Amy Raden
DIRECTOR OF PEOPLE AND
CULTURE
SYMPLR

Heather McCuen
DIRECTOR, GLOBAL PEOPLE
POLICY
WEWORK

Hannah Yeargan
SENIOR CLIENT DIRECTOR
WILL REED

Mat Threadgill
OWNER
THE THREADGILL AGENCY

Bethann Roberts
CEO
LEGEND CONSULTING, LLC

Charissa Cousins
VP CULTURE
IBTC

Nikki Maritz
CEO
IBTC

Priscilla Saucedo
CHIEF PEOPLE OFFICER
SAUCEDA INDUSTRIES

Lindsay Hutter
CHIEF STRATEGY &
MARKETING OFFICER
GOODWIN HOUSE INCORPORATED

Amy Wheat
CFO,
FOUNDATION
CONSTRUCTORS, LLC.

Bonnie Daniels
SVP CULTURE & PEOPLE
SERVICES
MITEK INDUSTRIES, INC

Vanessa Reed, SR.
DIRECTOR, CULTURE &
COMMUNICATIONS
THE HOWARD HUGHES
CORPORATION

Paige Chenault
FOUNDER AND CEO
THE BIRTHDAY PARTY PROJECT

Guy Hocking
GROUP MANAGING DIRECTOR
UTILIZE PLC

Tim Watts
CHIEF OPERATING OFFICER
SANTEK WASTE SERVICES

Kevin Jasmin
DIRECTOR, CORPORATE BRAND
STRATEGY
TD AMERITRADE

Jan Ritter
VICE PRESIDENT, HR
GOOD SAMARITAN SOCIETY

Susan Kehoe
DIRECTOR OF EDUCATIONAL
MEDIA SERVICES
GEORGE MASON UNIVERSITY

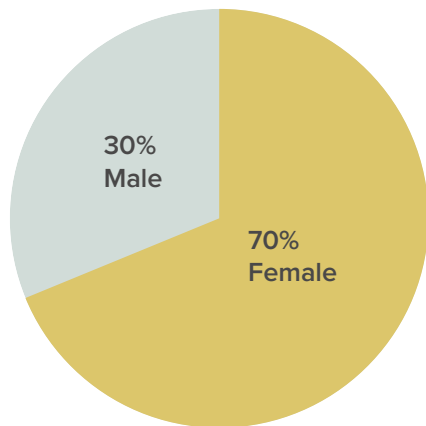
Brett Rawls
CHIEF ADMINISTRATIVE OFFICER
CENTERSTATE BANK

Sam Leyendecker
MANAGER CULTURE SERVICES
SOUTHWEST AIRLINES

Jenny Love Meyer
VICE PRESIDENT OF
COMMUNICATIONS
LOVE'S TRAVEL STOPS

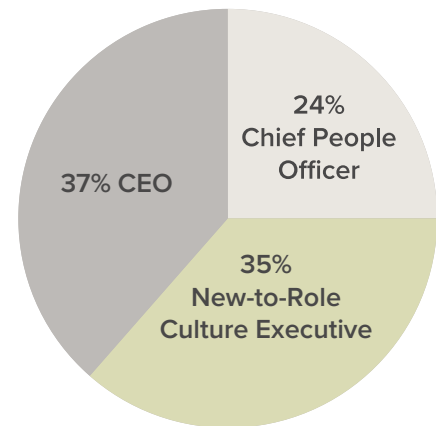
Janice Hamilton-Crawford
PRESIDENT, TRINITY HEALTH
OF NEW ENGLAND SENIOR
COMMUNITIES
MERCY COMMUNITY HEALTH

ATTENDEE DEMOGRAPHICS



Age: 34-53 years old

Income: \$108-160k



ROLE: CHIEF CULTURE OFFICER OF A LARGE COMPANY | \$10-\$50 MILLION

What they're looking for: They want to make culture changes but they aren't getting the *buy-in* from their CEO. They want to discover how to convince their CEO of the positive effects of culture (lower turnover, target profit, etc.) and the tools and the "how to" to quantify the return on investment. These executives are the most passionate cheerleaders for culture reform and constantly seek new tools to help them achieve it.

ROLE: SR. DIRECTOR OF COMMUNICATIONS & HR, MEDIUM-SIZED COMPANY | \$50-500 MILLION

What they're looking for: They have typically been in an HR function role throughout their career. They have influence in the company and got assigned to work on "culture" within their company since it is a hot topic. They want a done-for-you Roadmap and tools for precisely what they should be doing to improve their company's culture.

ROLE: CEO OF MEDIUM - SMALL COMPANY | \$10-\$50 MILLION

What they're looking for: They desire to put structure in place before the company grows when it is much more difficult to improve. They're seeking a hands-on experiences to help their culture go from "here to there" – a plan and tools that facilitate real, tangible change in their organization.

WHO SHOULD SPONSOR?

- **Leading Culture Software and Implementation Companies**
- **Employee Engagement and Organizational Health Assessments**
- **Organizational Consulting Firms**
- **HR Software Solutions**
- **Training and Development Tools**
- **Learning Management Systems**
- **Staffing Agencies**
- **Wealth Management Firms**
- **Employer Review Sites**

WHY SPONSOR?

- »» **Affiliation** with pioneers of the greatest organizational culture pioneers
- »» **Brand alignment** with the fast growing movement of the Unstoppable Cultures Fellowship
- »» **Intimate and up-close exposure** to over 100 top executives, culture leaders, Senior HR professionals, and corporate decision-makers
- »» **Be one of only 5 total** potential sponsors, creating more focused attention on your brand and offerings
- »» **Partner with Event Concierge** to make sure your activation is seamless and the value exceeded the investment

2019 PARTNERSHIP PACKAGES

PACKAGES ARE FOR THE YEAR
2019 AND INCLUDE 2 UCF WEEKS (112 FELLOWS TOTAL)



PRESENTING PARTNER

(\$50,000) - 1 AVAILABLE

- Presenting Partner designation on UnstoppableCulturesFellowship.com
- 2 company representatives attend UCF (\$12,000 value) / 1 each week
- A thank you from Ginger Hardage at the beginning and end of each event
- Company representative shares at Founder's Dinner each week about Founder, CEO, or Ambassador of company with other 4 coaches
- 15 minute Q&A between company representative and Ginger Hardage during a session at each event
- Branded signage at entrance to Four Seasons, Ballroom, and Breakout Rooms
- Given the entire list of attendees and contact information from the 2018 and 2019 Fellows classes
- Company to have 1-on-1 consulting/coaching meal with Coach of their choice at each event
- Full-page, color ad in Playbook

PREMIER PARTNER

(\$10,000) - 4 AVAILABLE

- Fellowship Partner designation on UnstoppableCulturesFellowship.com (logo and hyperlink)
- Branded signage at entrance to Four Seasons, Ballroom, and Breakout Room each week
- A thank you from Ginger Hardage at the beginning and end of each week
- 1 dedicated email send to all Fellowship participants post-event
- 1 branded item in Welcome Bag in people's rooms upon arrival
- Exclusive sponsor of one meal at Four Seasons each week, including:
 1. **Branded signage at the food station**
 2. **Printed collateral at all seats**
- Half Page, color ad in Playbook

REACH OUT TO JAYSON TEAGLE TO
SECURE YOUR SPOT TODAY:
JT@COLLIDEOSCOPEWORLD.COM