

# Intentionality vs. Culture Not What You Think

After earning his undergraduate degree in Physics, Walt was commissioned as an officer in the US Air Force and served in the nuclear weapons arenas for almost eight years during which he also earned a master's degree in administration.

Over the last 36 years, Walt Carter has been running his own leadership lab while delivering massive change projects for companies and teams. He has served in a variety of technology leadership roles with companies such as Fidelity, Gannett, BDM, TRW, Ajilon, Generation Mortgage, Primary Capital Mortgage and Homestar Financial Corp. He has served for in executive roles since 2006 including several years as a COO, CIO, and CMO. Currently the Chief Digital Officer and CIO for Homestar Financial Corporation, Walt was recently named to Constellation Research's prestigious Business Transformation 150 in 2020. His many years of leadership experiences opened the door to his deep understanding of the keys to unlocking human potential.

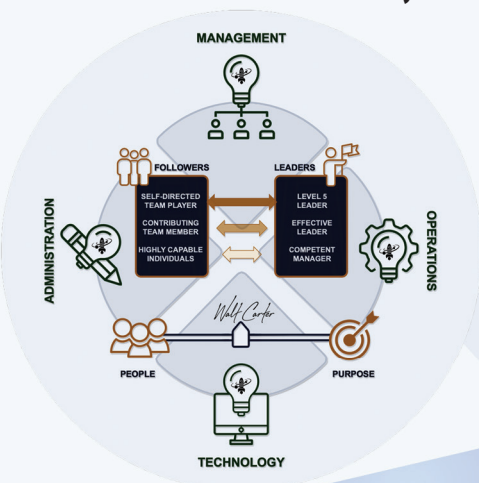
## WALT CARTER

In this talk, Walt helps leaders optimize the potential of their employees and teaches how to build a cultural foundation to improve communication, retention, and productivity. He shares a simple and powerful framework to drive clarity, gain commitment, and keep contributors aligned and locked on course throughout their change efforts.

Walt shares his simple model for building a culture that moves stakeholders to accomplish the shared vision and reach the goals with repeatability, traceability, and consistency.

### YOUR ATTENDEES WILL LEARN HOW TO:

- Name with authority – Bubbas, Turtles, and Red Hots
- Create Power Anchors and Rip-Proof Super Sails
- Measure the effects of culture on efforts with strong leading indicators
- Create a cycle of winning change efforts for your teams and organizations



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