

# HAVE GOOD RIPPLE EFFECT

## SECRETS TO DEVELOPING POSITIVE TEAM CULTURE



*Lisa* **EVEN**

Keynote Speaker,  
Entrepreneur, & Author

### DESCRIPTION

Team culture isn't just a buzzword – it's the foundation for performance, engagement, and retention. 70% of employees in a positive culture report higher job satisfaction, and teams with strong cultural alignment experience up to 50% lower turnover rates.

Being able to actively define and shape culture is critical for leaders who want to create aligned, motivated, and inspired teams. Yet, cultural dysfunctions often go unnoticed, eroding morale and hindering growth.

In this eye-opening keynote, Lisa empowers leaders to recognize these hidden issues, providing actionable steps for building a more supportive, transparent, and adaptive team culture and creating a lasting "Good Ripple Effect" on personal and organizational success.

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### OBJECTIVES

#### The Three Pillars of Team Culture:

Using insightful examples and compelling research, let's explore three pillars of team culture, offering proven strategies for evaluating and enhancing each:

- 1 Attitudes:**  
How team members think or feel about someone or something.  
Focus: Identify and address attitudes that may be draining energy or enthusiasm, replacing them with positive mindsets that inspire collective motivation.
- 2 Behaviors (Norms):**  
The typical behaviors, habits, and unwritten rules within the team.  
Focus: Reshape unproductive norms (e.g., frequent complaints, mass emails) to establish healthier habits that promote efficient communication and collaboration.
- 3 Beliefs:**  
What team members accept as true about the organization and its values.  
Focus: Understand and align beliefs about support, values, and trust within the team, fostering loyalty and commitment.

### OUTCOMES

By the end of this session, leaders will:

- Gain clarity on their team's culture by defining attitudes, norms, and beliefs.
- Uncover and address cultural dysfunctions that limit growth and engagement.
- Leave with practical tools that enhances team morale, productivity, and retention.

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## BUILDING LEADER EQ TO CREATE IMPACT



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### DESCRIPTION

Gallup research shows that managers account for at least 70% of the variance in employee engagement scores across business units. Leaders clearly have a powerful influence on team alignment and engagement, but too often they're unaware of the impact they're actually having on their team.

Leaders who struggle with self-awareness often show up as busy, stressed, authoritarian, or overwhelmed—leading to the disengagement, frustration, and interpersonal friction that erodes team culture, productivity, and the bottom line.

### TAKEAWAYS

It's easy to sideline emotional intelligence (EQ) in today's fast-changing environment, but the most effective leaders are intentional about quickly identifying their emotions and separating them from their actions.

In this keynote, Lisa reveals actionable strategies for building the self-awareness and presence needed to make a positive impact on team dynamics. Through interactive exercises, real-life case studies, stories, and proven strategies, she equips audiences to build EQ, prevent burnout, make effective decisions under pressure, and foster team resilience.

### OBJECTIVES

- **Reflect on Presence:** Assess how they “show up” (supportive vs. stressed, connected vs. distant) and the impact it has on their teams.
- **Address Ineffective Styles:** Understand and mitigate leadership behaviors that may undermine morale, productivity, and organizational culture.
- **Bridge Differences in Team Dynamics:** Learn to identify and bridge differences in team member personalities, values, and communication styles.
- **Gain Tools for Self-Awareness:** Learn practical frameworks, including the Circle of Control, for quick situational assessment and mindful energy allocation.

### OUTCOMES

Audience will leave with a structured approach to fostering a more cohesive, collaborative environment. By aligning individual motivations with team goals, leaders can reduce tension, promote stronger collaboration, and enable team members to bring their best selves to work—resulting in a thriving, engaged team.

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# LIVING IN THE LAB

## ENGAGEMENT FOR LEADERS



### DESCRIPTION

The most successful, innovative organizations thrive because their employees eagerly contribute to their mission and goals, but a culture of high motivation and engagement doesn't happen by accident—it must be built. In the midst of rising complacency, disengagement, and inconsistent performance, leaders need to not just encourage input and engagement, but also avoid unintentionally stifling creativity and innovation.

But too often, leaders either aren't sure how to inspire idea-sharing or inadvertently place team members in high-pressure, problem-solving situations without support, leading to a fear of mistakes and undermining their psychological safety.

### TAKEAWAYS

This keynote equips leaders to create a creative, high-performing team by intentionally fostering a culture of continuous improvement, innovation, and support.

Lisa helps leaders adjust the impact of their leadership style on team dynamics and reveals how to actively invite input and ideas, building a motivation-centered culture where team members can thrive.

### OUTCOMES

Through **interactive exercises, real-life stories, and proven strategies**, Lisa provides tools to help leaders refine their presence, amplify motivation, and foster psychological safety.

#### Key outcomes include:

- Recognize Unintentional Barriers - Spot behaviors that may unintentionally suppress team creativity and risk-taking, even when intentions are positive.
- Demonstrate Practical Culture-Change Methods - Understand the transformational power of motivation-focused actions, offering leaders actionable insights for culture change through real-world, "living in the lab" case studies.
- Teach Motivation-Driven Strategies - Celebrate their current impact and adopt collaborative strategies to cultivate a motivated, resilient team, even in challenging dynamics using simple, actionable steps.
- Foster Psychological Safety - Create safe environments where team members can brainstorm, experiment, and learn from mistakes, fostering a growth-oriented and innovative team culture.

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# JOY IS MY JOB

## CREATING DAILY HABITS THAT MATTER



### DESCRIPTION

Research shows that joyful employees are 31% more productive and three times as creative, leading to higher morale, retention, and innovation within teams. Joy doesn't just feel good, it's good business.

But in the midst of deadlines, projects, and crises, engagement activities are often seen as a "nice to have" not a necessity. This approach leaves team members feeling disengaged, dependent on sporadic gestures rather than a steady, meaningful connection.

Meanwhile, team members often miss the opportunity to own their workplace joy, assuming it's solely the leader's responsibility. With no one taking ownership, disengagement rises and the sustainable team culture and morale everyone wants never happens.

### OBJECTIVES

In "Joy is My Job," Lisa guides audiences through practical steps for cultivating a culture of continuous engagement, where both leaders and team members take ownership of workplace joy.

- Incorporate Self-Awareness and shift their perspective. Engagement isn't an event; it's a daily practice. Leaders who understand their impact on team dynamics foster an environment where engagement is continuous and collaborative through daily interactions, 1x1s, and staff meetings.
- Foster Team Ownership. Both leaders and team members play essential roles in creating workplace joy. Leaders model and empower team members to actively shape their experience.
- Introduce Small, Daily Habits. Simple, regular interactions can build cohesion and accountability more effectively than occasional events.

### OUTCOMES

Audience will leave with actionable insights, resulting in:

- Improved Team Morale and Retention: Develop a plan for consistent engagement to increase satisfaction and reduces turnover.
- Increased Innovation and Openness: Cultivate a steady engagement mindset that reduces fear and encourages idea-sharing.
- A Positive Ripple Effect: Model a collaborative approach to joy and engagement, inspiring teams to take ownership and spread positivity.

*Lisa* **EVEN**

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# Lisa VEN

Keynote Speaker, Entrepreneur, & Author



Lisa Even knows firsthand that leadership isn't about tracking metrics or delivering perfect PowerPoint slides—it's about creating a culture where people choose to show up, engage, and make an impact.

Early in her career, Lisa thought doing “all the right things” as a leader—tracking numbers, holding others accountable, and saying “good job” often—would be enough. But when her engagement scores landed squarely in the middle of the pack, she realized something had to change.

Instead of giving up, Lisa redefined her approach.

Lisa's first job was at a tiny café, serving breakfast and coffee to farmers, truckers, and locals. That experience taught her an invaluable lesson: meet people where they are. You can't pour a big enough cup of joe or fake-smile someone into being happier—they'll see right through it. And at a coffee shop, they'll definitely let you know! Real connection requires a calm nerve, a genuine effort to understand others, and the ability to see each other as human.

She carried those lessons into the corporate workplace. Lisa replaced rigidity with autonomy, task lists with authentic connection and curiosity, and top-down accountability with shared ownership. She asked herself, What if leadership starts with a Good Ripple Effect?

At first, it felt aspirational. But Lisa quickly realized that by shifting her own attitudes, behaviors, and beliefs, she was influencing others to do the same. One step at a time, her team began transforming their environment and building a culture worth keeping. The results? Turnover dropped, engagement scores soared, and the team thrived.

Today, Lisa helps organizations do just that. Through hilariously relatable stories (cue Paul and the company potluck), actionable strategies, and practical, repeatable frameworks (because let's be honest, leaders don't have time for fluff), Lisa guides leaders and teams to foster leadership presence, build human connection, and drive meaningful engagement. The result? High-performing teams and workplace cultures that balance purpose, productivity, and profit—creating a Good Ripple Effect that lasts.

Lisa has spoken to organizations such as:

