



Jessica Kriegel
Chief Scientist of Workplace Culture

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Jessica is the Chief Scientist of Workplace Culture for Culture Partners, leading research and strategy in best practices for driving results through culture. For 15+ years, Jessica has been guiding global, national, Fortune 100 and other organizations across finance, technology, real estate and health-care industries on the path to creating intentional cultures that accelerate performance.

After she got her MBA and became a global consultant for a human capital management solutions provider, Jessica consistently saw highly-stressed leaders failing to deliver against lofty financial goals. She knew that if these leaders could transform their cultures, performance and profitability would follow. But, because culture is often viewed as an intangible, these leaders didn't know where to begin. So, Jessica set out on a personal mission to 'quantify culture.' Her doctoral research and consulting engagements with Oracle,

Toyota, Lockheed Martin, Federal Reserve, and Bank of America to name a few, led to the Culture Equation - a tested model where strategy combined with culture to deliver consistent results.

Today, Jessica applies data-driven insights to dismantle the chaos of poor morale, low performance, and missed financial goals. CEOs have leaned on her to ask questions that their internal resources may be too afraid or unaware to ask, and get the results they need. As a certified Business Impact ROI specialist, she can translate seemingly soft skill programs into monetary values. With data, humor, and energy, Jessica Kriegel is a disruptive thought-leader on culture transformation that companies need to build organizational success. She works with clients in-person and virtually to drive business results. She is based out of a little house on the river in Sacramento, California.

Here is what your leaders are asking...

- We have financial goals but...
Do we have a real plan to make our numbers?
- Our people are not “_____” enough...
How we can create a culture that elevates our people’s performance?
- Something isn’t right with our engagement, morale, and leadership.
What are we missing?

“Jessica was quickly able to help us see the challenges we knew were there but struggled to understand. With the challenges out in the open, she expertly guided us through understanding, gaining staff buy-in, and acting on a transformative plan customized for us. Without her help, the root issues may still be concealed.”

— Don McAllister,
President, Lionakis

Keynote #1

The Culture Equation

How to build intentional cultures that power your strategy and accelerate performance.

The Culture Equation strategy in this keynote demystifies the 'woo' of culture and demonstrates how to create an intentional culture to realize sustainable profitability and excellence.

This program is perfect for organizational leaders who:

- Are looking to get more out of their teams, but unsure about how to create a results-driven culture.
- Have been operating in an 'accidental' culture rather than an intentionally crafted one that powers tier strategy and performance.
- Want a step-by-step process to build intentional cultures to achieve business goals.

The audience will leave with:

- An inspired perspective that managing and championing culture transformation is entirely possible and even simple.
- Steps to cultivate an intentional culture that powers your business strategy and accelerates performance.
- The roadmap, education, and motivation to take the first step toward becoming a champion of The Culture Equation



Keynote #2

Why a Culture of Employee Fulfillment Out-Performs Employee Engagement

Overcoming low engagement, the loneliness epidemic, and other morale killers to drive performance through your people.

Employee fulfillment is key to executing your strategy. Jessica helps her audience analyze barriers to fulfillment such as power dynamics and misplaced competition, and presents an innovative model where your culture sees each employee as a whole person.

This program is perfect for organizational leaders who are:

- Overwhelmed by the push and pull of the urgent day-to-day deliverables vs. the long term health of the organization.
- Dealing with low morale, low employee engagement, or leadership challenges that seem to have no clear root cause.
- Motivated to create a work environment that not only gets results but also creates a sense of purpose for everyone on the team.

The audience will leave with:

- A new understanding of employee engagement and how to drive true motivation at every level of the organization.
- A framework to balance the day-to-day struggle of doing what is urgent vs. what is important.
- A step-by-step process to drive real business results through increased employee motivation and a culture of purpose.

Keynote #3

A Culture That Works For All Generations

Disrupting the way we think about generations to attract, engage, and retain all employees.

Dismantling Gen Z or X or whatever the next trendy label is! Citing extensive academic research from her book, *Unfairly Labeled*, Jessica provides a refreshing, enlightening, and data-driven perspective on how multi-generational organizations can strip away stereotypes and biases to realize a common purpose and performance.

This program is perfect for organizational leaders who are:

- Struggling with intergenerational differences in communication styles, preferences, and expectations.
- Looking for solutions to bridge the gap between all generations in the workplace.
- Tired of hearing the same old stereotypes about Millennials, Generation X, and Baby Boomers.

The audience will leave with:

- A new understanding of what generational differences really are, and what they are not.
- A toolkit for facilitating intergenerational understanding at all levels of the organization.
- Seven steps to bust generational stereotypes and become an agent for change within your organization.

Keynote #4

How Unconscious Bias Gets In the Way of Creating The Culture You Want

The key to building intentional culture that drives performance is understanding how our unconscious bias is enemy #1.

Leaders struggle to create the culture they want because they do not realize how their own and their teams' biases are working against them. Jessica educates her audience on the signs and symptoms of unconscious bias, and provides practical tools for leaders to overcome their own unconscious bias.

This program is perfect for organizational leaders who are:

- Striving to create a culture that supports the business goals, but struggling to get the expected results.
- Wanting to take their leadership to the next level by identifying and removing blindspots.
- Champions of diversity and inclusion, looking for tools to take their advocacy to the next level.

The audience will leave with:

- Sure-fire tools to identify and overcome unconscious bias within yourself.
- A framework for overcoming unconscious bias within your organization.
- Steps for creating the culture you want despite the obstacle of unconscious bias in your way within your organization.

Keynote #5

Make Your Strategy Work On The Frontline

When we lose our why, we lose our way. Ensure your strategy works for everyone.

Global studies show that only 5% of employees understand their company strategy. This is because strategy creation has traditionally been an absent or insular habit — and as a result, strategy execution fails. In this keynote, Jessica shares a framework for a strategy that gives everyone in the organization a ‘why’ as well as metrics to measure success.

This program is perfect for organizational leaders who:

- Either don't have a strategy, or have a strategy that isn't accelerating performance and driving culture.
- Think they could leverage their strategy for added value if only they knew how.
- Understand the importance of a strategy that includes everything from the “why” to the metrics to measure success.

The audience will leave with:

- An inspired perspective that managing and championing culture transformation is entirely possible and even simple.
- Steps to cultivate an intentional culture that powers your business strategy and accelerates performance.
- The roadmap, education, and motivation to take the first step toward becoming a champion of The Culture Equation.