

## **Building a Culture that Values People, Place, and Purpose**

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Please take some time before the seminar to read the following recommended articles:

- “Leading Change: Why Transformation Efforts Fail,” John P. Kotter, *Harvard Business Review*  
<https://hbr.org/2007/01/leading-change-why-transformation-efforts-fail>
- “Culture Eats Strategy For Lunch,” Shawn Parr, *Fast Company*  
<http://www.fastcompany.com/1810674/culture-eats-strategy-lunch>