Culture is key. Businesses with positive cultures enjoy larger profits, better performance, and happier employees. And thriving employees are more committed and satisfied with their jobs. But how do you create this kind of culture?

Develop a strategy for a sustainable positive culture at the Michigan Ross Positive Business Conference, May 10–11, 2018. Our theme, “Right from the start: building and sustaining a positive culture from startup to scale,” will provide valuable insights and research you can apply immediately to change business for the better.

You’ll engage with leaders who will share their culture strategies and inspirational stories of positive business, including guest speakers Joey Bergstein, Seventh Generation; Bruce Broussard, Humana; Katy George, McKinsey; Thomas Grilk, Boston Marathon; Jan Mühlfeit, Microsoft ret.; and KoAnn Vikoren Skrzyniarz, Sustainable Brands.

Michigan Ross faculty experts will lead sessions alongside these world-class business leaders and facilitate interactive workshops across a range of disciplines. Join us at the Positive Business Conference to realize the power of a positive culture and to learn what we can create and accomplish together in the workplace.

Visit www.positivebusinessconference.com to learn more and register to attend.