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Keynote

Moving from Brown Grass to Growing Green Grass – Building Community Within Your Organization and Changing the Business from the Inside Out.

Description

This talk is about how a small group within a \$70B organization created a cross-generational, cross-cultural community that, despite having seven managers in five years and amid a companywide reorganization, grew from \$5m in revenue to \$75m.

You will hear how this group became a community, how it spread the seeds of the Green Grass to all the groups within the organization that it touched, and the difference it made.

Learning Objectives

- How to identify the brown grass from just the weeds
- How to determine if you want to grow flowers, fruits, or vegetables
- How and what to feed the garden for the best growth
- How to ensure the garden is full of perennials and not annuals

References

Ahmed Hedayat, Regional Vice President – Industry Verticals
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