

BUILDING A WORLD CLASS CULTURE CAN BE SYSTEMIZED

CAMERON
HEROLD

FOUNDER & CEO,
COO ALLIANCE

Building a world class culture is by design, not luck. And it's about the systems you put in place to turn your company into a magnet for great talent, more than it is about free perks. It's about turning your company into slightly more than a business, and slightly less than a religion. Here are a few companies I've coached over the years - and the awards for culture they received after I started helping them grow...



CASE STUDIES



I've coached their CEO & COO for 4 years-2013 thru 2016

- 2015 - Entrepreneur Magazine - Best Workplace Culture - #1 in Large Company Category
- 2014 - Crains NYC - Best Place to Work in NYC
- 2013 & 2014 Mashable - best Tech Company to work for in US
- I coached 4 of their Directors for a year in 2014
- I led 3 of their Strategic Planning Meetings
- Our focus was on: Vision, Operations, Execution, Meetings, Interviewing, People, Leadership, PR & Culture
- Ad Age Best Places to Work 2017
- #12 on Glassdoor Top CEO's 2018-Employee's Choice

- **Ben Kirshner** CEO
NYC, USA



I've coached their CEO for 4 years-2013 thru 2017

- 2014 - EOY Entrepreneur of the Year in Florida
- 2013 - Best Places to Work in Florida
- I have done ad hoc coaching sessions with 4 of their VPs over 4 years
- I've led 1 Strategic Planning Session
- I've led 2 Executive Training Sessions
- I've spoken at their Annual Conference
- Our focus was on: Vision, Leadership, Interviewing, People, Culture, Meetings, Strategic Thinking, Training, Marketing & PR

- **Bobby Harris** CEO
Tampa, USA



I coached their CEO in 2008, 2009

- 2015: 4th Best Place Small & Medium Workplaces
- 2014: No. 1 Best Place to Work in Australia (100 Employees or less)
- 2013: No. 5 Best Place to Work in Australia
- 2012: No. 8 Best Place to Work in Australia
- 2011: No. 12 Best Place to Work in Australia
- 2010: No. 19 Best Place to Work in Australia
- 2009: No. 38 Best Place to Work in Australia
- Our focus was on: Vision, Core Values, Operations & Culture

Tristan White CEO
Brisbane, Australia



I coached their CEO in 2008

- 2009 - Ranked #2 - BC Business Best Places to Work (BC Business Magazine)
- I did ad hoc coaching with a few of their managers
- I spoke at their company conferences and meetings
- Our focus was on: Vision, People, Leadership, Training, PR & Culture

Dean Gagnon CEO
Vancouver, Canada



I coached both their CEO & COO and was on their board 2007, 2008

- 2009 - Ranked #1 in BC
- On Top 50 - BC Business Best Places to Work - 2007, 2008, 2009, 2011, 2012
- Best SME Employer in Canada 2012 #9
- Canada's Best Small and Medium Sized Employers (PROFIT Magazine)
- Canada's Most Admired Corporate Cultures - 2011 - named best
- I coached a few of their executive team
- I taught them Franchising, PR, Operations, Interviewing, People Systems &
- Culture

Ken Sim CEO
Vancouver, Canada

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I coached their CEO in 2007 & 2008

- 5 Years on Best Places to Work in Canada
- 2013 Best Places to Work in the Bay Area
- I led their strategic planning
- I led a reorganization & 35% reduction in staff
- I taught them Operations, Execution, People, Meetings, PR & Culture
- I helped them set up & trained their PR team extensively

Razor Suleman CEO
Toronto, Canada &
San Francisco, USA



I coached their CEO In 2012 & 2013

- 2013 - Aon Hewitt Best Employer (in Australia & NZ)
- Our focus was on: Vision, Core Value, Operations, Strategy, People & Culture

Ben Thompson CEO
Sydney, Australia



I coached their CEO in 2012 & 2013

- 3x winner of Houston's Best Places to Work
- Our focus was on: Strategy, People, Leadership, Operations, Re-org of Team, PR & Culture

Paula Manning CEO
Houston, USA



I was Chief Operating Officer 2001-2007

- With a massive focus on Culture from the day I started - I ran Operations, Sales, Marketing, PR, Franchising & our Call Center. I led our Strategic Planning sessions, Retreats and most company meetings.
- 2006 Ranked #2 Best Places to Work in Canada
- 2004 & 2005 Ranked #1 Best Places to Work in BC

Brian Scudamore CEO
Vancouver, Canada



I coached them in 2016 & 2017

- They were awarded one of the 2017 Best Employer in Ohio Awards
- Cincinnati Business Courier Best Places to Work Finalist 2016
- Ad Age Best Places to Work 2017

Alexander Yastrebenetsky CEO



I started coaching their CEO & Exec team in late 2015...

Their COO is in the COO Alliance

- Great Place to Work® in Advertising & Marketing
- Ad Age's Best Place to Work 2016
- Entrepreneur 360™ Best Entrepreneurial Companies in America
- Fortune & Great Place to Work® for Best Small and Medium Workplaces
- Fortune & Great Place to Work® for Women
- Fortune & Great Place to Work® for Flexibility
- Entrepreneur Top Company Culture
- Ad Age Best Places to Work 2017
- #2 on Glassdoor TOP CEOs 2018 - Employees' Choice

Bob Glazier CEO
Boston, USA