



**REVENUE IS  
GROWING.  
EMPLOYEE  
ENGAGEMENT  
ROCKS. YOU'RE  
ATTRACTING  
TOP TALENT.**

**THIS YOU?**  
**FIND OUT HOW IT CAN BE.**



We transform organizational cultures so they skyrocket human potential, impacting financial resiliency and sustained growth.

LifeWork Systems is a pioneer in applying behavioral sciences to corporations and institutions by implementing scalable and diverse "Human System" platforms that have successfully created POWERFUL, responsibility-based cultures, creating profound and mission-aligned outcomes.

## What you focus on in your organization today will continue to expand, defining the trajectory of your future.

The truth about most organizational structures is that they are no longer effective. People in every role at every level are overwhelmed, juggling today's rapid shifts with cross-generational teams, technology out-pacing planning, management overhauls, complex communication needs, and more.

It's easy for people to forget the purpose, values and visions that define their direction, while they **get lost in the pressures, deadlines, drama of day-to-day business, and overall feelings of just going through the motions.** Relational issues arise, stuff gets lost in the gaps, and the overall hierarchical management structure loses legitimacy and trust, causing damaged morale, expensively high turnover, and an extreme loss in productivity. (The main reasons people leave their jobs is an unhealthy work environment and the direct relationship with their supervisor.)

**Leaders, more desperate than ever, are seeking to find their competitive edge,** and keep up with the future; and a culture transformation is usually the most overlooked option even though it's the most critical.

As more and more businesses hire people across different time zones, working on multiple projects and using various media, organizational design must evolve to accommodate a more fluid work stream. **Matrix structures will replace linear hierarchies, and people will be measured on how they collaborate with internal and external networks.** With managers being hired on a project basis, this further requires great emphasis on NEW WAYS to effectively communicate and work.

Companies tend to invest in their culture when something is broken. An investment in your culture BEFORE you have major issues, positions you to focus fully on future growth objectives, and it's an INVESTMENT that ensures your organization remains a leader in your industry.



### JUDY RYAN

CEO, LifeWork Systems  
Author, Consultant, Trainer, Coach,  
Columnist, and Keynote Speaker

JUDY is the founder of LifeWork Systems and is an expert thought leader on applied behavioral science systems that impact deep culture change for exceptional outcomes.

Since 2002, Judy has been leading innovation methods to spearhead the most important aspect of any company—its people.

People hire Judy and LifeWork Systems because they want to fully experience the joy and vitality that can be realized through a purpose-driven workplace culture where excellence in achievement is accomplished and

celebrated. They know conscientious people keep their reputation positive. Judy Ryan and her team assist organizations in establishing collaborating rings of alignment in purpose, values, vision, goals, and objectives among its leaders, workers and stakeholders.

LifeWork Systems translates theory into actionable, concrete realities by providing a new language that relies on intuition, pushes past old ways of thinking, and allows everyone to step into the future.

*"I have a passion for systems and structures; the kind that support successful relationships, productivity and engagement."*

“Culture lives in the collective hearts and habits of people and their shared perception of how things are to be done.

The #1 advantage the ‘organization of tomorrow’ is investing in a Human System that creates a NEW KIND OF TEAM in which your people are motivated from within.”



# 5 RADICAL SHIFTS YOU CAN EXPECT WHEN YOU INVEST IN CULTURE CHANGE.

A healthy culture is one where you have buy-in from people at every level in your organization. Only then do they show up **STRONG**. **That's because they BELIEVE in the purpose, values and vision of the organization because THEY HELPED SHAPE and ACTUALIZE them.** Your organization then **THRIVES** (from the bottom up) and you see the rewards everywhere.

Why **shared power and responsibility** are so **radically different and crucial** (vs. developing senior leaders alone) **is that you distribute responsibility among your entire team so everyone supports how you operate.** You create efficiencies and high productivity when you share accountability and power, enabling your leaders to focus on co-creating future growth objectives rather than managing people and problems.



**Our PEOPLE-centric services ensure BETTER RESULTS by satisfying everyone's desire for a fulfilling workplace experience.**

## TRANSFORM

Transform cross-generation communication and performance issues with effective tools to build foundational trust and stronger collaboration skills. This translates into high-impact relationships between all generations.

## PROFIT

Profit from your greatest assets—your people—by fully engaging **EVERY** person, C-suite to tradesmen, with dynamic 'leader-follower' skills that actually **CHANGE** perceptions, inspire value-based behaving, and increase consideration and support. This translates into a truly new, transformational exchange of trust, alignment, and collaboration.

## OUTPERFORM

Outperform your competitors by expanding opportunities in thought-leadership in each person, perpetuating innovation and driving greater purpose and performance through shared power. This translates into the capturing of originality, untapped human potential, broader enthusiasm, accountability and accomplishments.

## ELIMINATE

Eliminate expensive turnover costs by attracting and retaining top talent with an outstanding atmosphere of equality, shared responsibility, high participation, and a spirit of commitment to one another. This translates into eliminating operational chaos, emotional stress, and lost revenue.

## LEVERAGE

Leverage self-governance, and the advancement of leadership skills in each person so teams work seamlessly between projects and despite different temperament styles. This translates into cross-functional teams who cause exceptional satisfaction in each other and in your customers.

# HOW ARE WE DIFFERENT THAN OTHER 'CULTURE CHANGE' COMPANIES?

We offer the most **COMPREHENSIVE** and **SCALABLE** framework at the most competitive price

- From 10 employees to 20,000 employees
- We service multiple locations simultaneously
- Effective transformation models impacting every employee from C-suite to trade level

We utilize an array of best-in-class, diverse, application tools from eLearning, mobile apps, mentoring, customized training, and integration processes for sustained new operations.

## DO YOU KNOW THE POTENTIAL OF YOUR FUTURE WITH AN OUTSTANDING CULTURE?



**JUDY RYAN**  
CEO, LifeWork Systems

I'd like to invite you to a **FREE** discovery call to help you assess what's currently happening in your organization. Many times, leaders don't quite know what *is or isn't* working! I'd be happy to listen and share some insights that can help you on your journey.

We invite you to take a **FREE EXPLORATION SURVEY** that provides insights on the current status of your organization's 'culture' and barriers that might be blocking you from your immediate and long-term growth.

An initial call is non-obligatory, and the **FREE EXPLORATION SURVEY** is yours to use on your own, however, it provides a great foundation for us to discuss where you are and where you want to be!

Thank you for your interest in LifeWork Systems!

**GET FREE SURVEY HERE:**

[www.lifeworksystems.com/survey](http://www.lifeworksystems.com/survey)

SEE OUR CASE STUDIES ONLINE + TESTIMONIES FROM INDUSTRY LEADERS  
[www.LifeWorkSYSTEMS.com](http://www.LifeWorkSYSTEMS.com)

## WHY US?

- LifeWork Systems has been highly trustworthy, reliable, and innovative since 2002.
- We work closely with our customers to design and implement the most effective and streamlined end-to-end services.
- We guarantee the highest quality of assessment, consulting, training and mentoring processes and tools for the most competitive price.
- We ensure you achieve the best experience and will work with you to make sure you're completely satisfied.



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