

# BREAKOUT SESSION 1A

**My Favorite Thing!**  
**Building a Culture of Optimism and Excellence**

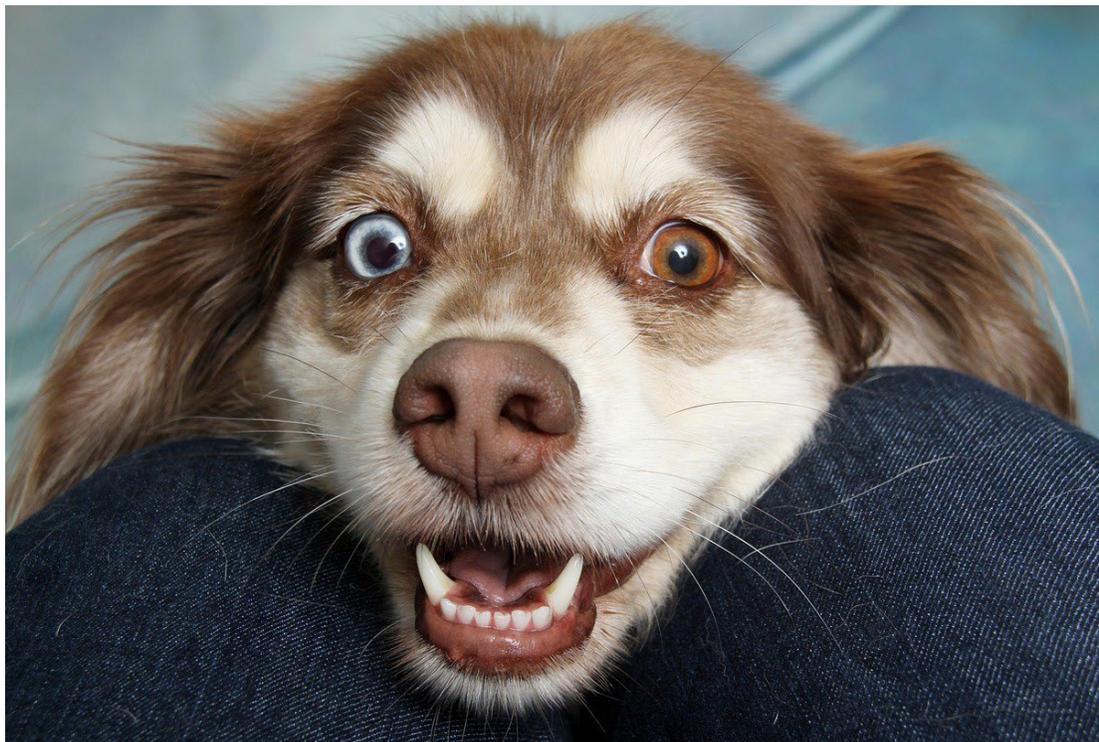
*Presented by*

**Dr. Judy Morley**  
**You Do You Coaching**



**My Favorite Thing:  
Building a Culture of Optimism and Excellence**

DR. *Judy* MORLEY 



Which Culture Do You Have?



**“Culture eats strategy for breakfast.”**

Peter Drucker



# 1. Maintain Your Mindset



# Information vs. Interpretation



**So when you see...**



**Here's what it really could be...**



**Maybe**



# 2. Manage Potential Negatives

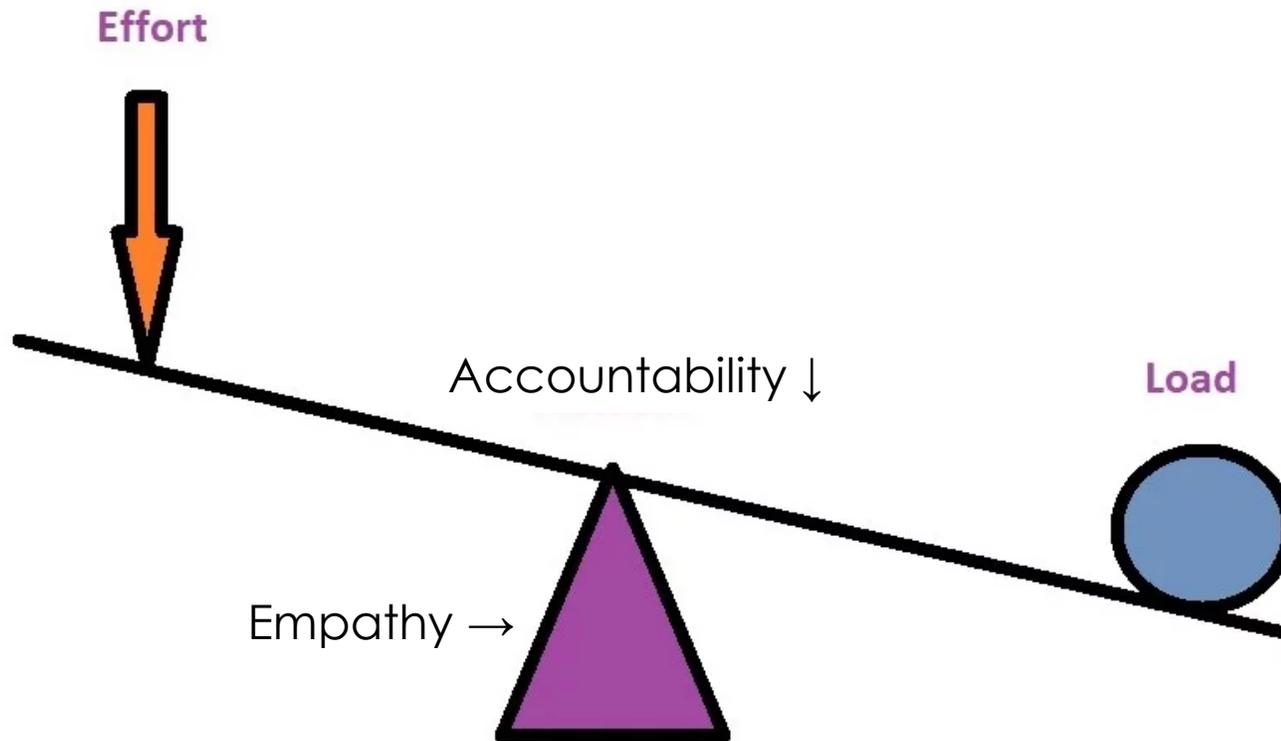


# Empathy + Accountability = Culture

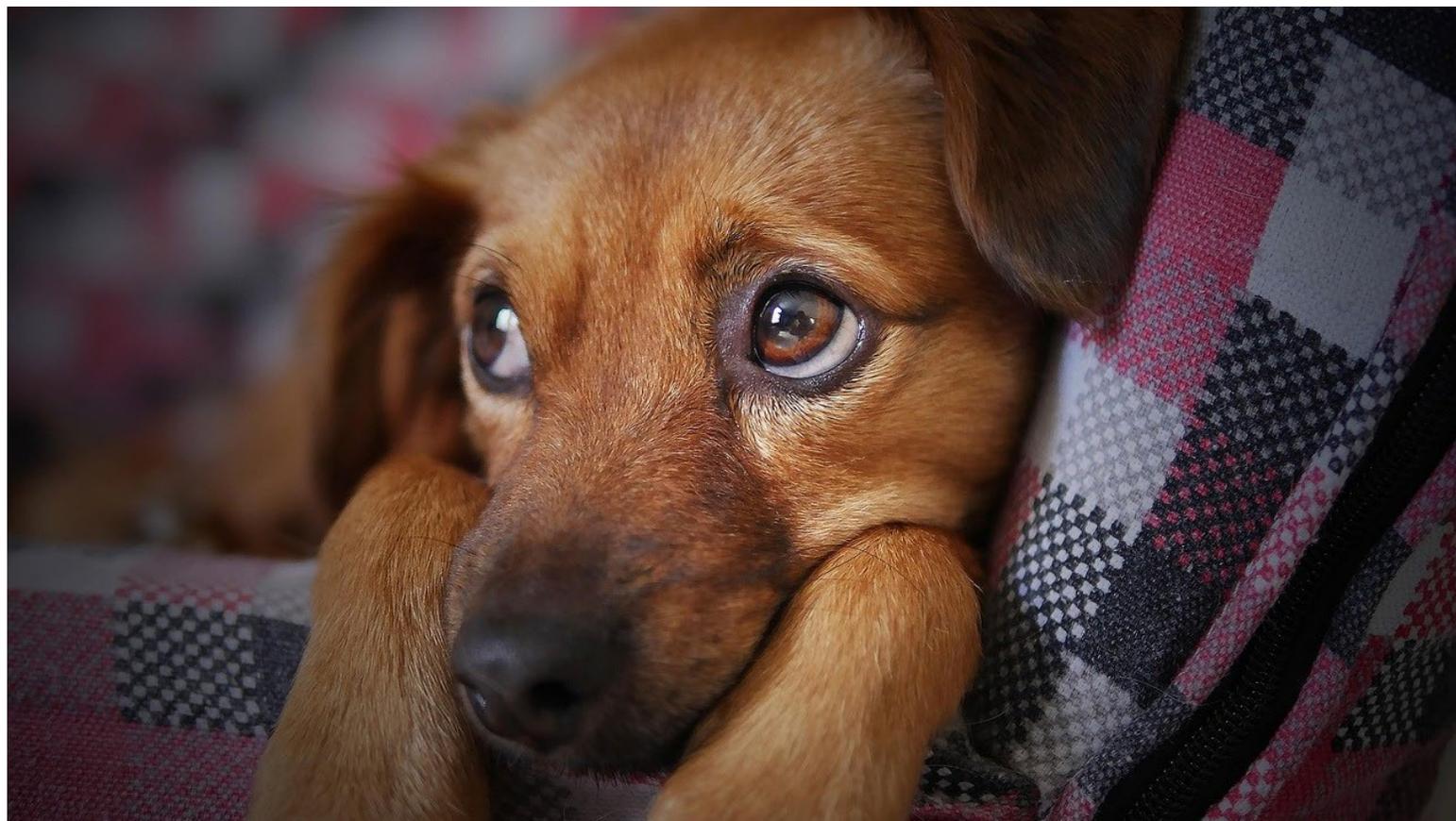


**“Give me a lever long enough  
and a fulcrum on which to place it  
and I shall move the world.”**

Archimedes



# Play Dumb



# 3. Monitor Communications



# Structure Performance and Compensation around Purpose, Culture, and Values



# Reframing



**“Four score and seven years ago...”**



# A Culture of Optimism Starts with YOU!

Thank you for coming!

Judy Morley, Ph.D.

[drjudy@drjudymorley.net](mailto:drjudy@drjudymorley.net)

720-350-7814



# BREAKOUT SESSION 1A

**My Favorite Thing!**  
**Building a Culture of Optimism and Excellence**

*Presented by*

**Dr. Judy Morley**  
**You Do You Coaching**