

Speaker Abstract

About Me

My name is Russel Dubree, I'm a Growth and Culture Advisor. I'm insanely passionate about helping business owners scale their business in a way that brings profit, purpose, and meaning in their lives by establishing a high performance culture. I live and breathe the study of what it takes to run an effective business.

I've been a USAF officer, air traffic controller, airfield manager, bank supervisor, bank teller, call center agent, lifeguard, factory worker, lawn mower, paperboy, gas station attendant, painter, cemetery maintenance worker, furniture mover, comedy club bouncer, entrepreneur, CEO, COO, CFO, project manager, account manager, office manager, bookkeeper, HR administrator, content writer, data analyst, recruiter, benefits specialist, sales lead, marketing coordinator...and many more. Most of those roles were under the umbrella of the business I founded with nothing to an eventual sale with an 8-figure valuation. I'm pretty sure I left out a lot more.

Speaker Topics

The 8 Keys to Unlocking a High-Performance Culture

Culture isn't just about perks and fun. It's not a buzz word. We've all heard the saying "Culture Eats Strategy for Lunch." But why? Culture is the collective sum of the values and accepted behaviors that drive a employee experience within the business. There are 8 essential principles that are critical to making culture actionable and the most desirable experience for your team. Discover in-depth insights for each principal supported by various research studies and proven workplace practices. These 8 keys individually are inconsequential, yet when combined together, will create the culture and business you've always wanted.

Learning Objectives

- Understand the 8 critical traits and why they are necessary to build a strong, scalable culture.
 - Belief, Purpose, Integrity, Transparency, Ownership, Mentorship, Fun, Measurement
- Recall culture stories that exhibit the power of these traits in action.
- Gather reference points for further information to implement the critical traits into your business.
- Make connections of the critical traits to all aspects of life.



Hire Right: The #1 Challenge that Solves 99 Others

No matter how great of a product, idea, or service a business creates, it's future is only as bright as its ability to hire the right talent. Discover all the intricate nuances that go into building a successful hiring process. From how to find and attract good talent to understanding the critical steps of the interview process that will not only get the best talent in the door but also set them up for long term success. Hiring the right talent is the first, most important challenge to solve to grow a healthy business.

Learning Objectives

- Understand the fundamental principles behind an effective hiring process.
- Gather methods for attracting ideal candidates for your team.
- Create a process for onboarding team members to maximize their experience and ability to contribute.

Recently Completed Speaking Events

In Person

Palm Beach County SHRM Annual Conference
Austin Annual SHRM Conference
Kansas Annual SHRM Conference
State of Search Conference
NDPMA Conference (Keynote)
"Success in Business" Speaker Series Plano, TX
Dallas Roundtable Monthly Session
Anna EDC Annual Business Event (Keynote)

Virtual

AMA Jacksonville
Southern Indiana SHRM
Illinois Valley SHRM
West Central Arkansas SHRM
BCAMA Vision Conference
HRA of Southern Maryland
Southern New Mexico SHRM
Utah ATD
Global Entrepreneurs Week - KC



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Audience Feedback

They 8 keys. My boss always talks about wanting a high performance culture with no background on how to create that culture. Hearing the 8 keys was helpful because it gave me a place to start.

I would have loved for the presentation to have been even longer. Lots to learn from this presenter. Very grounded.

Loved the PPT and information shared! Insightful and well researched.

I enjoyed seeing how the 8 keys work together...I am definitely planning on sharing this information with my husband - whose company is struggling with culture.

Great presentation, I feel like I can easily implement what I learned.

I really liked the connection between customers, team, leadership and loved the 8 principles slide and the discussion of delivering stakeholder value..

This presentation was very relatable. Easy to follow. Liked the examples of authors, businesses, and major figures - all recognizable and just excellent examples.

