

# MANUEL PALACHUK

KEYNOTE SPEAKER  
CULTURE FANATIC  
TRANSFORMATION GURU



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# ABOUT MANUEL

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## KEYNOTE SPEAKER AUTHOR TRANSFORMATION GURU

Manuel brings an infectious energy to the stage as he engages his audience. With more than forty years of customer service experience and twenty years in leadership programs, Manuel has taken teams and crews to top-level honors in their competitions, and countless organizations to next-level success. Manuel is the author of *Getting To The Next Level*, a culture-centric framework that redefines how a business should approach the development of their business strategy. He helps organizations pull back the curtain to reveal the potentially toxic, rotting culture they've cultivated, and then guides them to transform it into a positive, cohesive one. Manuel will entertain, engage, challenge, and deliver!

## CULTURE FANATIC

Manuel is a lifelong student of culture. He has studied it up close in both the public and private sectors, in hundreds of organizations across four continents. Manuel is the Founder & CEO of the International Culture Initiative™, a foundation focused on helping organizations and teams get their culture right.

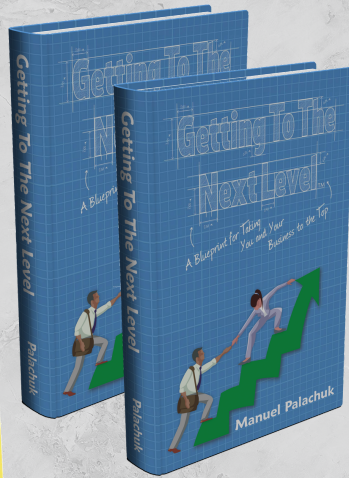
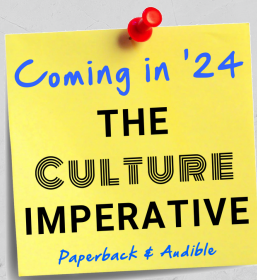


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# THE HIGHLIGHTS

## GETTING TO THE NEXT LEVEL



"This is the book to read and use if you are a MSP that's ready to grow your technology business."

- BRIAN SHARP

"Manuel has definitely hit the 'nail on the head' with this book. He addresses every thought that I have had over the years."

- WILLIAM LANIER

"If you read one business book this year, *Getting To The Next Level* should be the one!"

- JAMES RILEY

Available at [Amazon](#) and [ManuelPalachuk.com](#)

Discover the unique culture-centric framework that redefines how every business should approach the development of their business strategy. Spoiler: It all starts with the culture of the organization at the top of the Pyramid of Purpose™. Along the way, Manuel lays out a very innovative method of employing Agile in the execution of that strategy.

## CLIENTS, PARTNERS & MEDIA APPEARANCES



Schedule a call today to find out how Manuel can share his energy with your audience and help make your event a smashing success with his signature keynote, workshop, and more.

# SIGNATURE KEYNOTE & PRESENTATION TOPICS

## THE CULTURE IMPERATIVE



KEYNOTE  
SPEAKER



AUTHOR



CULTURE  
FANATIC



TRANSFORMATION  
GURU

### WHAT'S THRIVING IN YOUR ORGANIZATION? CULTURE OR TOXICULTURE?

Culture must come from the top, otherwise, you get what grows from beneath, weeds and all! **Key takeaway: Learning to ask the right questions - What does a positive, cohesive culture look like?**

### A CAUTIONARY TALE OF THE DEVASTATING EFFECTS OF A TOXIC CULTURE

Every day, organizations deal with a toxic culture. But it's only when faced with significant adversity that the true toxicity is discovered. **Key takeaway: Recovering from a culture meltdown.**

### THE CORNERSTONES OF CULTURE

Vision, Mission, Values, and The Human Element make up the four cornerstones of culture. **Key takeaway: Understanding how each cornerstone truly affects your organization's overall culture.**

### THE CULTURE IMPERATIVE

Get the four cornerstones of culture right and massive, if not stratospheric success are possible. Get it wrong, and nothing less than the entire organization is at stake! **Key takeaway: How to get your culture right and transform your organization.**



## SPEAKING OFFERINGS

### PANEL

Group discussion where I lend my expertise on a specific, relevant topic.

### HALF-DAY WORKSHOP

4-hour deep dive to pull back the curtain on your culture with breakout groups.

### SIGNATURE KEYNOTE

**The Culture Imperative, customized specifically for your audience and to meet your time requirements.**

### WEEKEND SEMINAR

2-day in-depth retreat workshop with interactive discussion, breakouts, team building & more.

### FOCUS SESSION

Keynote plus interactive culture-focused session to deep dive into your organization's culture.

### INTERVENTIONS

Multi-day onsite with leadership team to identify, troubleshoot, and remedy your culture.



# TESTIMONIALS

What they are saying...



★★★★★

"Every leader and manager alike should see The Culture Imperative keynote. It will change how you view your organization's culture!"

**ERICK SIMPSON - CREATOR OF MSP MASTERED®, MSP CHANNEL EXPERT**



★★★★★

"He does a wonderful job of communicating his message and gives (the audience) actionable takeaways that they can put into practice the next day."

**ANDRA HEDDEN - CHIEF MARKETING OFFICER, MARKETOPIA**



★★★★★

"His topic, (The) Culture Imperative, was fabulous because it was really engaging with the audience and exactly what we needed for the event."

**DAVE SEIBERT - PRESIDENT, SMB TECHFEST**



★★★★★

"It resonated with so many people in the room, and I've had so many people come up to me afterwards (and) say, 'Hey, we need to know more about this.'"

**WAYNE SMALL - CEO, SMBIT PROFESSIONALS**



★★★★★

"Manuel was super easy to work with, super prepared. The Culture Imperative was a really, really good keynote. It covered a whole lot of very relevant topics, the presentation content was good, it was well delivered, it was polished. Manuel was great at adapting to time and adjusting his presentation to suit the audience."

**MITCH COLTON - TECHNICAL DIRECTOR, CCT PRODUCTIONS**



# WHY WORK WITH MANUEL?

## HE'S ENERGIZING AND ENGAGING

Manuel brings an infectious energy to the stage that captures everyone's focus. His style means that people laugh as well as learn. He skillfully crafts a narrative of engaging stories and relatable examples, resonating deeply with audiences aiming to cultivate a healthy organizational culture. His impact leaves a lasting impression, motivating listeners to readily embrace meaningful change.

## HE HAS A ONE-OF-A-KIND STORY

Manuel had a front row seat to a catastrophe that shook the entire organization to its core, crystallizing his belief – culture is everything in an organization, even above strategy! This set him on a journey to write, speak, and share his story to help teams and organizations everywhere get their culture right.

## HE DRAWS FROM A VARIETY OF BACKGROUNDS

He brings over four decades of customer service experience across diverse industries in both public and private sectors. He has owned, run, coached, and spoken to hundreds of organizations all around the world. In addition, he has decades of hands-on training of youth and adults, including running Ropes courses, teaching Sailing and Rock Climbing, and guiding numerous teams to top-level competition honors.

## HE'S ADAPTABLE AND EASY TO WORK WITH

- Manuel can tailor his keynote message to your objectives, as well as provide follow-on breakout sessions and workshops.
- His A/V requirements are exceedingly simple – water bottle and a breathing audience.
- He is personable and friendly and has a reputation for being ridiculously easy to work with, whether it be logistics or technology.
- He has other materials such as books, t-shirts, handouts, videos, and workshops to help participants take immediate action on the keynote lessons.







Ready to book?

# CONTACT MANUEL

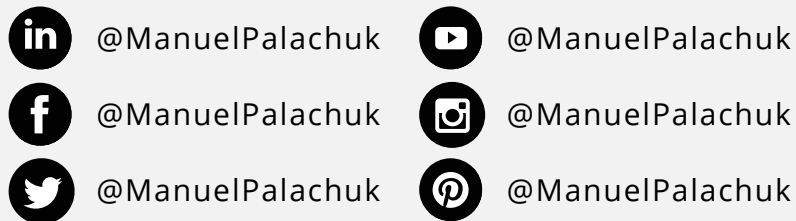
Thank you for considering Manuel for  
your next keynote presentation!

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## CONTACT INFO:

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