

The Culture You Are Unintentionally Building

Reducing founder dependency through authority distribution, documented process, and real feedback loops.

Led by V. Grace Deyo, Founder, True North Strategy

You are busy building a business. You are also building a culture.

And most of that culture gets built by accident, through the decisions you have never made explicit. This is a structural talk, not a people talk. No one in the room chose founder dependency on purpose. It formed the same way it always forms: one reasonable decision at a time, none of which felt like a decision about culture.

In the session we will cover:

1

Authority Distribution

Who is allowed to decide what without you and does anyone know it.

2

Documented Process

What lives only in one person's head and what happens when that person is out.

3

Feedback Loops

Whether people hear how they're doing once a year, all year long, or at all.



SPEAKER

Grace Deyo is the founder of The True North Strategy Advisors and the creator of the TRUE framework. She helps founder-CEOs find the structural gaps beyond the people problems. She speaks regularly to business owners and peer advisory groups on execution, accountability, and building organizations that do not depend on the founder to function.



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DATE

Monday, September 21

TIME

1:00 PM · Doors open 12:55

LOCATION

JSEB Golfair Center
865 Golfair Blvd,
Jacksonville, FL 32209