



TRANSFORMING
LEADERS & CULTURE

Culture happens
—whether you like it or not.

Are you ready to be
intentional about yours?



As a top leader, you're constantly facing the challenge of change: meeting today's demands while innovating and creating a roadmap for future success. And, you know that organizations focusing on people and culture are rising to the top. Yet taking on a culture or leadership development initiative can feel daunting.

That's where we can help.

We create clarity and get you on a path toward change uniquely tailored to your organization.

This work is the most important thing you can do for your organization. We would be honored to hear from you and work alongside you.



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Learn more at tlc.sweetrush.com



About Us

SweetRush Transforming Leaders & Culture (TLC) is a team of expert consultants and coaches led by former CEO and experienced culture consultant Gregg Kendrick. Backed by SweetRush's award-winning learning solutions, and its 20-year track record of successful client partnerships, SweetRush TLC is a strategic partner with industry-leading culture, leadership, and learning capabilities.

We care deeply about improving people's lives through the creation and evolution of healthy business ecosystems in which leadership is rooted in, and guided by, love.

Our Services

Culture Transformation

A tailored, comprehensive process that's unique in the industry due to its leader and values focus

We help you assess the state of your culture today, get your leadership team aligned, and guide you to where you want to be.

Services may include:

- Culture & leadership assessment
- Discovery, including focus groups & interviews
- Facilitated highly interactive group events
- Team & 1:1 coaching
- Culture strategy planning
- Organization-wide learning & development

Leader Transformation

Experiential and social learning that combines reflection, discussion, and practice

We help your leaders become more effective and connected—by focusing on people and purpose.

Services may include:

- Leader assessments
- Development experiences
- 1:1 leadership & executive coaching
- Leadership team coaching
- Direct leader support programming
- Peer support programming

Additional Areas of Support

→ **Development Experiences**—workshops on targeted topics, such as:

- Introduction to Conscious Leadership
- Leading through change
- Effective facilitation
- Communicating with ease and purpose
- Accountability and feedback
- Building cohesive and effective teams
- Agility and resilience
- Design thinking

→ **Improving Your Culture: An Introduction**—two 90-minute consultation calls for up to five executive leaders to help you get clarity about what is possible for your culture (low-cost, no obligation)

→ **Transformational coaching programs**—tailored to support your business culture, strategy, and goals

→ **Strategic consulting**—supporting strategic clarity on topics like organizational goals, integrating culture and strategy, leadership alignment, etc.



Why Consider TRANSFORMING LEADERS & CULTURE?



We're right-sized.

We are a nimble, mid-sized company with a dedicated team and capabilities to guide you every step of the way, from assessment to activation and beyond. Your success is deeply important to us. We are committed to and invested in you and your project and will give you the focused attention you need.

We're a successful remote company.

Since 2009, SweetRush has been 100% remote, with over 250 team members collaborating across the globe. We know how to create a meaningful, effective culture in a remote or hybrid environment. We can help you upskill your leaders to thrive in the new way of working.

We focus on process, results, and IMPACT.

We move quickly and concretely toward an actionable roadmap and identify ways to see results along the path. (You are not left with a beautiful report that costs you a lot and goes nowhere.) From there, we will partner with you to activate your desired culture—from leaders all the way to scaling for front-line staff—in whatever ways make the most sense for your organization. You'll see impact early and often in behavioral change, application, and action.

We're experienced.

Led by culture expert and former CEO, Gregg Kendrick, the SweetRush TLC network of specialized coaches and consultants combined brings 300+ years of experience, 30+ professional and advanced degrees, and 30+ distinct certifications. We have the right experts for your needs, challenges, and culture.

The SweetRush culture: We walk the walk.

For 20+ years we've been nurturing a people-centered culture, and we've seen the impact on our success. We launched culture transformation by client request; they experienced our culture and wanted us to help with theirs. We use the same proven methodologies and development programs internally with our own leaders. We know how to help you make the impact you desire—on your bottom line, with your people, in your industry, in the world.

SweetRush Clients



Discover more



SWEETRUSH®

We're a company you can grow with,
offering a broad array of custom solutions
for talent empowerment and people success.



Custom Learning

Award-winning, tailored solutions
designed to motivate, build skills,
and change behavior.



XR

Let us be your guide and
show you how VR/AR
can work for you.



CoDesign

Our design thinking-inspired process
creates learning solutions for high-
impact, complex challenges.



Talent Solutions

We can help build your L&D
team with top-notch talent,
because we do this work, too.



Good Things

We love our nonprofit partners,
and we're dedicated to amplifying
the impact of your work.

Get in touch. It would make our day to hear from you.

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🌐 www.sweetrush.com