For organizations that want to create and cultivate high performing, inclusive, innovative cultures.
The Berkeley Center for Workplace Culture and Innovation is a generative convergence point for corporate and academic leaders who understand the importance of a positive organizational culture. Informed by rigorous, evidence-based research, we identify the most pressing challenges and promising opportunities related to influencing culture. We clearly demonstrate the transformative power inherent in harnessing culture as an effective strategic tool, as well as the extremely high costs associated with neglecting it. We accomplish our work through a varied portfolio of meaningful activities, delivered year-round.
ACTIVITIES

CULTURE CONNECT CONFERENCE
Connect with senior executives from organizations that are recognized for creating innovative and productive cultures. Learn from leading academics who are pioneering new ways of conceptualizing, measuring, and influencing culture. We explore what culture is, why it matters, and how organizations can use it as one of the most powerful tools in business to impact outcomes. Our 2024 Conference will take place on January 9-10, 2024 and is titled: Building Strong Organizations in the New Era of Work.

FORUMS
Get to know your peers in virtual and in-person forums and discuss actual challenges your corporation is facing. Gain insight from experts on how to address these challenges. Content is selected based on participant input.

FIRESIDE CHATS ON CULTURE
Receive invitations to join us for our lively and engaging fireside chat series. We spotlight culture leaders from industry, government, and education. Past speakers include Indra Nooyi, former CEO of PepsiCo, Steve Kerr, Head Coach of the Golden State Warriors, and Ed Catmull, Co-Founder of Pixar and Former President of Walt Disney Animation Studios.

LEADERSHIP ROUNDTABLES
Participate in a quarterly roundtable and explore, through guided conversation, a specific topic of interest to the cohort. Discuss big ideas and build your knowledge about culture.

CONTENT LIBRARY
Gain access to content related to culture, curated by the experts in the field. Be assured the information you are absorbing about culture is high quality and filtered through the lens of experts.

RESEARCH
Gain access to the latest cutting-edge research in the field and engage directly with the academics who led the studies. Stay informed about the Berkeley Center for Workplace Culture and Innovation’s work implementing the first mega-studies in the field of culture research related to inclusivity and belonging and trust in banking.
WHY JOIN?

Maximize Performance
Learn how to design a culture that will help your company attract and retain talent and increase engagement and productivity.

Networking
Meet and strengthen relationships with leaders influencing culture.

Guidance Specific to Your Organization
Have your questions answered by experts in the field.

Visibility
Brand yourself as an organization that cares about culture.

Stay Informed
Be in the know about the latest research in culture that matters. The information you are exposed to is considered and curated by top experts in the field.
**NOTE:** If you are interested in getting involved as an individual, please reach out to Audrey Jones at audreyj@berkeley.edu for more information. Thank you!
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Join a Community That Cares About Culture

Berkeley Center for Workplace Culture and Innovation Partners*

*Past and present

Academic Institutions Represented at 2023 BCC Conference
Audrey Jones
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