



BerkeleyHaasTM

CULTURE CENTER

CORPORATE PARTNERSHIPS

2022-2023

BERKELEY CULTURE CENTER CORPORATE PARTNERSHIPS

The Berkeley Culture Center serves as a hub for cutting-edge research on the role of culture in shaping organizational effectiveness and a community of industry leaders and academics who are jointly concerned with, challenged by, and excited about organizational culture.

We bring together organizations and academics from a wide diversity of disciplines and industries to usher in the next generation of culture research, with the ultimate goal of harnessing research insights to help organizations function more effectively and advance academic understanding.

OUR ACTIVITIES

Annual Berkeley Culture Conference - Our signature annual event, bringing together senior executives from organizations that are innovating in creating cultures that yield competitive advantage and leading academics who are pioneering new ways of conceptualizing and measuring culture and evaluating its consequences for individual, group, and organizational success. The 2023 conference will feature a best paper award to one doctoral student presenter. A cash prize will be awarded on the basis of theoretical contribution and direct practical insights for organizations and industry leaders.

Ongoing Research Partnerships - We partner with organizations and leading scholars from diverse disciplines to conduct organizational culture research.

'Leading Through Culture' Fireside Chat Series - Our on-going fireside chat series spotlights culture leaders in industry, academia, the social sector, and government.

Past and scheduled speakers include:

- Frank Cooper, Chief Marketing Officer, BlackRock
- Susan Desmond-Hellmann, former CEO, the Bill and Melinda Gates Foundation
- Michael Drake, President, the University of California system
- Robert Ford, CEO, Abbott Technologies
- John Hanke, CEO, Niantic, Inc.
- Steve Kerr, Head Coach for the Golden State Warriors
- Wendy Kopp, CEO and Co-Founder, Teach for All
- Indra Nooyi, former CEO of PepsiCo
- Mike Smith, former President & COO of Stitch Fix and Co-Founder of Footwork
- David Thomas, President, Morehouse College

Best Practice Exchange Forums - We organize forums to facilitate best practice sharing between organizations and communication between industry leaders and academics.

Research Exchange Forums - We host small, invitation-only sessions in which partner organizations can learn about cutting edge research and engage directly with the academics who led the studies.

Quarterly Newsletter - Our quarterly newsletter distributes the latest content on organizational culture research and practice.

BENEFITS OF BECOMING A PARTNER

- Gain access to latest research insights and cutting edge knowledge about culture.
- Take advantage of multiple opportunities to learn from other partnering organizations about innovative ways to build, sustain, and evolve culture.
- Connect with our community of academic thought leaders from around the world and forward thinking leaders from innovative organizations to build your network and knowledge.
- Participate in research studies that meet business needs and also advance scholarly knowledge.

CORPORATE PARTNERSHIP LEVELS

PLATINUM | \$50,000 per year / \$40,000 per year for three years

Lead Conference Sponsor and Partner of Culture Center Research Prize

Benefits above plus:

- Recognition as lead sponsor at Berkeley Culture Conference.
- Recognition as sponsor of the Research Prize Award, which is given to the most outstanding research paper presented at the Berkeley Culture Conference. This recognition would be noted on all prize communications, websites, press releases, and at Berkeley Culture Conference.
- Opportunity to present research prize award at Berkeley Culture Conference.

GOLD | \$25,000 per year / \$20,000 per year for three years

Benefits above plus:

- Invitations to attend Berkeley Culture Conference (up to 10 people).
- Opportunity to nominate a senior executive to join Berkeley Culture Center Advisory Council.
- Invitations to learn about further ways of participating in organizational culture research.
- Priority invitations for senior leadership to participate in "Leading Through Culture" spotlight series as a speaker.

SILVER | \$15,000 per year / \$12,000 per year for three years

Benefits above plus:

- Invitations to attend Berkeley Culture Conference (up to 4 people).
- Acknowledgment on Berkeley Culture Initiative conference materials.
- Invitations to Best Practice Exchange Forums.
- Invitations to Research Exchange Forums.

BRONZE | \$7,000 per year / \$5,000 for three years

- Invitations to attend Berkeley Haas Culture Conference (up to 2 people).
- Invitations to 'Leading Through Culture' fireside chat series.
- Culture Initiative newsletters sharing the latest thinking on organizational culture.
- Acknowledgment on the Berkeley Culture Initiative website.

CONFIDENTIAL CULTURE CONSULT | \$20,000

All partners have the opportunity to submit a culture-related challenge at their organization for review with three members of the BCI Academic Advisory Board, which consists of leading experts in the field of culture representing a diversity of fields. The session would take place for an hour and will provide participating organizations with the opportunity to receive consultation from culture experts and identify possible collaborations with researchers from top universities, including but not limited to Berkeley.

BERKELEY CULTURE CENTER DIRECTORS



Jennifer A. Chatman

**Paul J. Cortese Distinguished Professor of Management
Haas School of Business, University of California, Berkeley**

Jennifer Chatman teaches, researches, and consults on leveraging organizational culture, leading change, and managing complex, diverse teams. She has developed the Organizational Culture Profile, a quantitative tool for assessing organizational and group culture. At Haas, Chatman is the Co-Director of the Berkeley Culture Center, the Associate Dean for Academic Affairs, Editor-in-Chief of the journal Research in Organizational Behavior, and director of the Leading Strategy Execution Through Culture executive education program. She is on the board of Simpson Manufacturing (NYSE: SSD).



Sameer B. Srivastava

**E.T. Grether Professor of Business Administration and Public Policy
Haas School of Business, University of California, Berkeley**

Sameer Srivastava's research uses digital trace data and computational methods to uncover the relationships between culture, social networks, and individual and organizational performance. Srivastava is the Co-Director of the Berkeley Culture Center and the Co-Director of the Berkeley-Stanford Computational Culture Lab. He is a Senior Editor at Organization Science and teaches in the Digital Transformation, Machine Learning / AI, and Chief Technology Officer executive education programs.

FIND OUT MORE

Please Email: berkeleyculture@berkeley.edu to join as a partner.

Please Visit: <https://haas.berkeley.edu/culture/> for more information.

Please View: [The Berkeley Culture Conference Highlight Reel.](#)

Please View: [Our Participating Organizations.](#)

Please View: [Our Participating Academics.](#)