For organizations that want to create and cultivate high performing, innovative cultures.

Corporate Membership Opportunities
The Berkeley Culture Center (BCC) is a generative convergence point for corporate and academic leaders who are concerned with 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 culture. We accomplish our work through a varied portfolio of meaningful activities, delivered year-round.
ACTIVITIES

CULTURE 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.

C-SUITE ROUNDTABLES
Participate in a monthly roundtable and explore, in-depth, through guided conversation, a specific topic of interest to the cohort. Discuss big ideas and build your knowledge about culture.

FORUMS
Get to know your peers in virtual 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.

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 Berkeley Culture Center’s work implementing the first megastudies in the field of culture research related to inclusivity and belonging and trust in banking.

LEADERSHIP CONVERSATIONS 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.
WHY JOIN?

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

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

Networking
Meet and strengthen relationships with leaders influencing 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.

Visibility
Brand yourself as an organization that cares about culture.
MEMBERSHIP LEVELS

- Associate $2,500
- Member $7,500
- Partner $10,000
- Premier Partner $20,000
## Membership Benefits

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In addition to the benefits noted here, all partnership levels will receive our quarterly newsletter, as well as access to our new podcast.
Join a Community That Cares About Culture

**Berkeley Culture Center Partners***

*Past and present

**Academic Institutions Represented at 2023 BCC Conference**