



Culture Catalyst™

THE CORPORATE EDGE IN HUMAN LEADERSHIP

Culture Catalyst™

Born at Stanford University as the groundbreaking *Creativity in Business* program, Culture Catalyst™ is an 8-week transformational experience that equips leaders and teams with the tools to innovate, communicate, and thrive. Blending neuroscience, mindfulness, and emotional intelligence, it has been called “the most life-changing program ever taught at Stanford.”

CHAMPIONING CULTURE FROM WITHIN

This program is designed to help organizations strengthen and reshape their culture. By integrating modern leadership practices with ancient wisdom, Culture Catalyst™ provides the tools to redesign cultural frameworks from the inside out. Participants become champions of culture—leaders who model and sustain new ways of working, relating, and leading across the organization.



WHAT ORGANIZATIONS GAIN



Unlock breakthrough thinking and fresh innovation.



Reduce stress and cultivate peak performance.



Align personal purpose with organizational mission.



Build trust through conscious, compassionate communication.



Foster resilience, balance, and well-being at every level.

The journey

Delivered in-person or live online, this powerful 8-week course provides employees with practical tools, mindfulness practices, and emotional intelligence strategies. Each week focuses on a new theme inspired by Stanford's Creativity in Business course, creating long lasting cultural shifts.

8 Weeks of Culture Transformation

UNLOCKING CREATIVE LEADERSHIP

Tap into the creative process and learn to trust innovation as a pathway to solutions.

1

REPROGRAMMING LIMITING BELIEFS

Break free from subconscious patterns and replace self-doubt with confidence and clarity.

2

LEADING IN THE PRESENT MOMENT

Strengthen focus, reduce stress, and cultivate mindfulness in decision-making.

3

INTUITIVE DECISION-MAKING

Access inner wisdom and use intuition to guide choices with confidence.

4

PURPOSE & VISION MAPPING

Align personal values with organizational vision to unlock deeper motivation.

5

MASTERING TIME, ENERGY & FOCUS

Transform overwhelm into flow and reclaim time for what matters most.

6

CONSCIOUS COMMUNICATION & RELATIONSHIPS

Develop tools to foster collaboration, trust, and harmony at work and beyond.

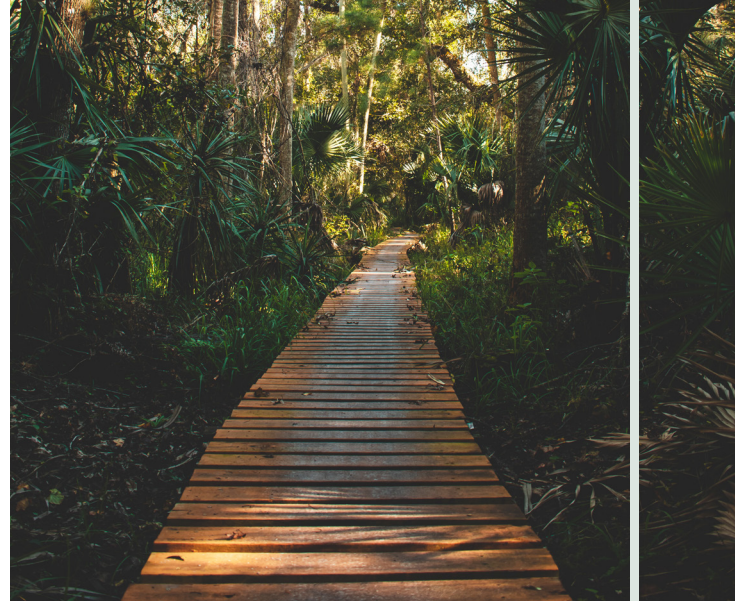
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BALANCE, WELL-BEING & SELF-WORTH

Create a sustainable foundation for productivity and fulfillment.

8

Legacy of Inspiration



LEGACY OF INSPIRATION

Alchemy of a Leader™ carries forward the wisdom of *Creativity in Business*, the groundbreaking course at Stanford University created by Dr. Michael Ray. Over the years, this program was shaped and supported by visionary thinkers and innovators including **Steve Jobs** (Apple), **Jim Collins** (*Good to Great*), **Charles Schwab** (Charles Schwab & Co.), **Philip Knight** (Nike), **Krista Brunson** (*The Today Show*), **Ken Oshman** (IBM), and **Michael Gould** (The Learning Tree Open University). Their involvement reflects the enduring impact of this work: influencing not only business but how we think about leadership, creativity, and human potential.

Today, Alexandra Valentín and Awaken Inner Courage™ carry this legacy forward - blending leadership science, mindfulness, and ancient wisdom into Alchemy of a Leader™, an experience designed for a new era of leaders ready to awaken their authentic power.

ENHANCE YOUR JOURNEY

For those ready to go even deeper, expand your journey with a 10-day shamanic dieta in the Peruvian jungle:



Step away from technology & the noise of the “matrix”



Immerse in pure stillness, untouched nature & sacred plant wisdom



Accelerate self-mastery & awaken clarity of vision



Strengthen authentic leadership from within



Bespoke Leadership Lab

**CUSTOMIZED LEADERSHIP JOURNEYS
DESIGNED TO MEET YOUR UNIQUE
CHALLENGES AND GOALS.**

The Bespoke Leadership Lab is a tailored leadership journey crafted to align with your culture, challenges, and aspirations. By blending experiential learning, executive coaching, and modular design, this program helps leaders navigate complexities with innovation, resilience, and authenticity.

KEY TAKEAWAYS

- Build resilience and adaptability in the face of rapid change
- Strengthen authentic, soulful, and values-driven leadership
- Foster collaboration & innovation across teams & departments
- Develop a growth mindset that transforms people and culture
- Translate organizational vision into daily leadership practices



**YOUR ORGANIZATION'S
CHALLENGES ARE UNIQUE.
YOUR LEADERSHIP
JOURNEY SHOULD BE TOO.**

CORE PILLARS



EXPERIENTIAL LEARNING
hands-on leadership challenges and reflection



TAILORED MODULES
designed around your organization's strengths and opportunities



COACHING & MENTORSHIP
individualized growth pathways for leaders



CULTURE & INNOVATION
aligning leadership with culture transformation and future growth

WHY THIS MATTERS

Our programs address your organization's unique challenges while creating sustainable growth. We unlock leadership potential and accelerate development, equipping leaders for today and tomorrow. We strengthen team alignment and culture cohesion, building trust and connection—ultimately inspiring leaders to drive innovation, engagement, and long-term success.

**LET'S CO-CREATE A LEADERSHIP LAB
THAT TRANSFORMS POTENTIAL INTO
PERFORMANCE.**

Redefining the Customer Experience

WHERE SERVICE EVOLVES INTO UNFORGETTABLE MOMENTS THAT BUILD LOYALTY AND GROWTH.

In today's competitive market, customers don't buy products or services - they buy memorable experiences. This program helps organizations create a culture of personal, sensory, and emotional service that fosters customer loyalty, employee engagement, and sustainable business growth.

KEY TAKEAWAYS

- Deliver a memorable service through emotional connection
- Build a customer-focused culture aligned with organizational purpose and engagement
- Inspire employees through a clear service compass of function and purpose
- Sustain service excellence by embedding hospitality practices



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CORE PILLARS



Creating Emotional Connections
- Functional vs. emotional service



Becoming a Service Destination
- Activating the 5 senses to design sensory experiences



Anticipatory Service - Customer journey mapping & empowerment



The Power of Memorable Experiences - Sustaining lasting impressions that fuel loyalty

WHY THIS MATTERS

We address your organization's unique challenges by unlocking leadership potential, strengthening team alignment, and fostering a culture of trust. Our work equips leaders to accelerate growth, drive innovation, and inspire long-term success.

**LET'S CO-CREATE A LEADERSHIP LAB
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Take the next step

Culture Catalyst™ is more than training
- it is a movement to reimagine leadership, culture, and collaboration. Your organization's next level of performance and purpose begins here.

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