

# Soulzatwork's David and Joanne McLean to be Featured on Close-Up Talk Radio

TORONTO, ONTARIO, CANADA, November 10, 2014 /EINPresswire.com/ -- Sustaining the ideal workplace begins with [culture](#). Culture can take a business to soaring heights or lead it to mediocrity, or worse. Negative cultures tend to promote workforces that are disengaged, making it harder for them to achieve great results. Conversely, those organizations with positive cultures produce greater productivity, creativity and innovation, results that can readily be measured. Helping to design such positive corporate culture is the work of Soulzatwork.

Joanne and David McLean are the founders of Soulzatwork, a coaching and [organizational change](#) consultancy specializing in diagnosing perpetual organizational issues, and delivering customized team development programs and one-on-one executive leadership coaching.



"We are passionate about organizations being well and doing great business, however they measure their success," says Joanne. "So we work with leaders who want to develop the relationship side of their business, believing that when they do, they will build a positive and productive culture. And that environment leads to great work, developed leaders and a satisfied workforce"

"We believe going to work can be a joyful and meaningful experience," adds David. "We help create the type of workplace where individuals feel honored and respected for the ways they contribute, where you can bring your whole self to your job and do great work every day."

Soulzatwork initially focused on executive coaching but has since evolved to working with the whole organization as a system. An organization will typically retain the services of Soulzatwork after experiencing some kind of pain point: sales are down; there is rapid growth; the business has become more complex; departments aren't speaking to one another; there's been a merger or restructuring.

"Even if an organization is struggling or challenged, they're not broken," says Joanne. "They're just stuck somewhere. Our work is purely developmental, working with people to grow them as leaders. We facilitate leaders and teams to engage in a new conversation so they can evolve to their next level

of competency.”

So how does an organization's culture encourage or distract its people from being their best? Culture is decisive; it will either make it easy or hard for an organization to sustain long term success. Soulzatwork's guiding philosophy is that culture is ultimately determined by relationship dynamics, specifically with respect to leadership, team dynamics and shared accountability.

Soulzatwork may begin its engagement by using one of its proprietary cultural assessments, designed to examine a question the organization has been wrestling with by engaging the voices of the system from all levels. From these voices common storylines begin to emerge.

“When a person has been with a company for 25 years and has never had an opportunity to have their voice heard and there's an individual who wants to hear their story and will protect their confidence, they feel very much at ease to share,” says David. “The information that is revealed is so rich; it's a reflection of many different people's experiences within an organization. The storyline reveals truths that do not get uncovered in survey data.”

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*David McLean*

Through this process, Soulzatwork can diagnose what is really going on “under the waterline” and co-design with the client an action plan to address it.

“This relationship development work can have a profound impact,” says David. “We've seen what negative culture produces. We work with organizations that are interested in creating positive, productive cultures so people in those organizations can experience their best selves and do their best work together, every day.”

Close-Up Talk Radio will feature Joanne and David McLean in an interview with Doug Llewelyn on November 12th at 12pm EST.

Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

For more information on Soulzatwork, visit <http://www.soulzatwork.com>.



Lou Ceparano  
Close-Up TV News  
(631) 421-8500  
email us here

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