

ETW to Host First in a Series of Quarterly CEO Forums Thursday, November 17th

ETW CEO Lee Benson will lead the November forum, "ROI Of An Intentional Culture: Developing employees who increase company value by living the culture"

MESA, ARIZONA, UNITED STATES, October 11, 2016 /EINPresswire.com/ -- Execute to Win (ETW) is pleased to



announce the first in a series of quarterly forums designed to share experiences and best practices regarding performance management, intentional culture, and operations optimization amongst the Phoenix valley's top C-level executives.



"An intentional culture is a culture that is defined, communicated and integrated into the business management process to drive better results for the organization."

Lee Benson

The November forum will be held at ETW's Mesa facility, and will explore how having and managing an intentional culture can translate directly to the company's bottom line.

Lee Benson explains the significance of an intentional culture, "An intentional culture is a culture that is defined, communicated and integrated into the business management process to drive better results for the organization."

Attendees of the forum will have the opportunity to network with other local executives, and learn how to build and implement an intentional culture in their own organizations.

Event Details:

Schedule: 3:00 PM – 4:00 PM Registration/Refreshments, 4:00 PM – 6:00 PM Workshop and Forum

Location: Able Engineering Bldg. At Phoenix-Mesa Gateway Airport- 7706 E Velocity Way, Mesa, Arizona 85212

Attire: Business Casual

RSVP: Please send your response to celeste.suarez@etw.com with your name, company and title to reserve your seat.

For more information, please visit <http://blog.etw.com/november-ceo-forum/>

About The Speaker: Lee Benson started his journey into driving operational excellence in 1993. He grew a 3 employee company into a world class 500+ employee aerospace company called Able

Engineering & Component Services Inc. (Able), which had an unprecedented annual growth rate for the last 14 years of 20%+ CAGR on average before the company was sold to Textron Inc. in 2016. With a firm belief that culture is a main driver of successful performance and results, Lee applies these principles in his own organizations and continues to attain extraordinary results. He aims to share that success through teaching this applied methodology.

About ETW: ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results. For more information please visit www.etw.com.

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