



**NORTH
DALLAS**
CHAMBER OF
COMMERCE

Building a Workplace People Love!



More than business.



NORTH DALLAS
CHAMBER OF COMMERCE

Building a Workplace People Love

Yvonne Freeman, VP Human Resources, The Michaels Co.

Susan Joiner, Org. Dev. Program Manager, Holly Frontier

Chuck Smith, VP Employee Relations & Field HR, Gamestop



More than business.



NORTH DALLAS
CHAMBER OF COMMERCE

Culture Defined: The beliefs, ideologies, principles, and values that the individuals of an organization share.

Facts about Culture:

- Culture is a determining factor in the success of an organization
- Shared culture helps unite employees of different backgrounds and gives them a sense of unity and understanding promoting better communication
- Employees that view themselves as part of the organization's culture, are more eager to contribute to the entity's success
- The values and beliefs of an organization contribute to the brand image by which it becomes known and respected



More than business.