


“An actionable guide to overcoming organizational dysfunction and sustaining a thriving culture. A must-read!”

—FRANK BLAKE

former CEO, The Home Depot; board member, Macy's Inc.

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## LEARN MORE ABOUT *YOU CAN CULTURE*

Having personally endured the devastating effects of growing up in a toxic cult, Tobias Sturesson committed his career to helping large purpose-driven organizations overcome their most daunting culture challenges. On his quest, he made a crucial discovery: that, just like our physical health, achieving a thriving culture requires a change of habits. A minor change to what you repeatedly do can have a significant impact on your team and organization.

Drawing from his extensive experience and in-depth interviews with many renowned experts, researchers, and executives from well-known organizations, Tobias has identified the four most crucial and timeless culture-building leadership habits.

*You Can Culture* is your meticulously researched guide to these habits, laid out in twelve actionable practices. Each practice is an invitation to growth and introspection, offering reflection questions, practical tools, and leadership actions. Suitable for managers and executives alike, *You Can Culture* empowers you to strengthen trust, transform your culture, be a values-based leader, and leave a lasting legacy of positive change.



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# ABOUT THE AUTHOR

Having grown up in a religious cult and later confronted its toxic culture, Tobias Sturesson evolved into a prominent advocate for the vital importance of cultural health for organizational success and human flourishing. His advice is sought-after by leaders facing their most daunting culture challenges, whether navigating rapid growth or dealing with the fallout of a highly publicized scandal.

As the cofounder of Heart Management, a culture change agency, he has designed high-impact culture and leadership programs and trained thousands in values-driven leadership globally. His clients include many purpose-driven large corporations and organizations. Tobias hosts the top-ranked Leading Transformational Change podcast, featuring biweekly conversations with renowned researchers, executives, and experts on culture, management, and ethics.

A native of Sweden, Tobias finds inspiration from exploring the world with his family.



## PRAISE FOR *YOU CAN CULTURE*

"*You Can Culture* is not just a compelling read, it's also a transformative journey that empowers you to evolve into the leader you aspire to be. By taking small, yet significant steps to integrate the habits and practices outlined in this book, you'll build a thriving culture that drives results and positively impacts both people and the planet."

—**DR. MARSHALL GOLDSMITH, Thinkers50 #1 executive coach and New York Times bestselling author of *The Earned Life, Triggers, and What Got You Here Won't Get You There***

"In a world facing headwinds of enormous magnitude, this is a necessary book."

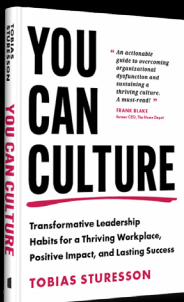
—**BERTRAND BADRÉ, former group CFO and managing director, The World Bank**

"*You Can Culture* is a helpful guide for every leader striving to drive change and cultivate a values-based corporate, and a reminder that while cultural health doesn't come for free, it is well worth the investment."

—**MARIA HEMBERG, former chief legal officer and general counsel, Volvo Cars**

## IN AN INTERVIEW, TOBIAS CAN SPEAK TO:

- How growing up in a cult fueled his passion for preventing toxic work environments—and why even renowned companies and organizations often succumb to toxic cultures and misconduct scandals.
- After your meticulous research and interviews with some of the world's most influential leaders, is there a top habit that managers should adopt to improve work culture and cultivate ethical behaviors and decision-making?
- Why companies frequently struggle to improve their culture and what vital lessons can be drawn from improving physical health.



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Tobias Sturesson is available for interviews, features, book events, speaking engagements, and appearances.

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