

# Culture Mastery

## An Executive's Guide to High-Performance Culture

ONE DAY IN-PERSON MASTERCLASS + 2 EXTENSION WEBINARS

MELBOURNE | August 13, 2025  
Venue : The Langham Melbourne  
1 Southgate Avenue, Southbank, VIC, Australia

SYDNEY | October 22, 2025  
Venue : W Hotel  
31 Wheat Road, Sydney, NSW, Australia



**SECURE YOUR PLACE TODAY**  
LIMITED TO 24 LEADERS / MASTERCLASS  
[enrolments@cultureinstitute.com.au](mailto:enrolments@cultureinstitute.com.au)



The Culture  
Institute  
AUSTRALIA

### Elevate Your Team's Performance Through Strategic Culture Design

Join the CEO of The Culture Institute Australia and founder of CultureCon™ Karl Treacher, for an exclusive one-day masterclass that unpacks the secrets to high-performance culture in the AI era.

## About The Culture Institute of Australia

Together with our clients, we're setting the new standard for workplace culture across Australia and New Zealand. The Culture Institute of Australia specialises in the three critical areas of team and organisational health: Culture Health, AI Readiness, and High Performance.

Our research driven approach combines regulatory focus with practical engagement, creating workplace cultures where psychological safety and superior performance reinforce each other. Our experience with organisations of all sizes across twelve countries has taught us that culture isn't abstract, it's measurable and the key to sustainable success.

We exist to help leaders build cultures that become their greatest competitive advantage.



# Raising the standard of Workplace Culture across Australia and New Zealand.

The Culture Institute of Australia elevates workplace culture standards across Australia and New Zealand through research-backed resources and practical leadership support.

This year we've launched the third edition of the Australian Workplace Culture Guidelines alongside new targeted solutions. From our flagship Executive Certificate in Cultural Leadership to practical EveryLeader and EveryTeam culture kits, we provide tools that meet leaders at every stage of their culture journey.

The Culture Mastery Executive Masterclass represents our pinnacle work, an intensive program where senior leaders master frameworks for immediate application across their organisations.

As leaders integrate AI with human capital, our masterclass equips them with proven approaches for this transition. Participants learn strategic guidance ensuring technological advancement enhances rather than diminishes workplace culture, what separates thriving organisations from those left behind.



WELCOME

# ABOUT THE MASTERCLASS

MELBOURNE

SYDNEY

“““

"Karl's approach to cultural leadership is motivational and equips you with clear, actionable strategies that create lasting impact within your leadership teams."

**Henry Ruiz** | CEO - Lifestyle Communities  
Former CEO REA Group (Asia).

## Unlock the Power of Culture

Organisational culture defines whether teams and organisations thrive or falter. It binds people to a shared purpose, fuels creative breakthroughs, and drives measurable results. The Culture Mastery Executive Masterclass, offers a rare opportunity for senior executives to master the art of building high-performance cultures.

### MASTERCLASS HIGHLIGHTS

- **Connect with Leading Executives** - Join an exclusive cohort of 24 senior leaders from diverse industries, fostering cross-pollination of ideas and lifelong professional connections with peers who share your commitment to cultural excellence.
- **Understand Your Cultural Leadership Style** - Discover your personal cultural leadership preferences and biases using the CultureSphere™ Cultural Leadership Profile. Gain insights into how your approach shapes team dynamics and organisational outcomes.
- **Explore Your Team's Culture Health** - Assess your team's cultural health and styles using the CultureSphere™ Culture Styles System. Identify strengths, gaps, and opportunities to build environments that drive engagement and performance.
- **Navigate AI Integration with Cultural Intelligence** - Evaluate your organisation's AI culture readiness using the RAIDAR™ assessment. Access practical guidance for teams and organisations to integrate AI while preserving human connection and psychological safety.
- **Drive Strategic Culture Change** - Implement proven frameworks that align culture with business priorities. Learn to create measurable improvements in engagement, retention, and performance through intentional cultural leadership.

## OVERVIEW

# Program Overview

A transformative one-day masterclass designed to empower senior leaders to shape cultures that drive innovation, resilience, and sustainable growth. This program blends rigorous research, cultural leadership development and hands-on application.

1

### CULTURE ASSESSMENT TOOLKIT

- CultureSphere™ Cultural leadership report.
- RAIDAR™ AI Readiness assessment providing gap analysis and strategic recommendations.
- REFORM framework implementation guide with step-by-step processes for immediate application.
- EveryTeam™ culture activation toolkit containing practical exercises.

2

### EXECUTIVE RESOURCES & MATERIALS

- \$200 Discount on CultureCon™ Ticket Price (Sept 18, Sydney International Convention Centre)
- Australian Workplace Culture Guidelines (3rd Edition) in both digital and print formats.
- Culture Mastery workbook containing templates, checklists, and strategic planning tools.

3

### ONGOING DEVELOPMENT PROGRAM

- Two Program Extension Webinars / Q&A Session (4 + 8 weeks post masterclass)
- Enrolment into the Executive Certificate in Cultural Leadership (valued at \$1,250).
- EveryLeader™ companion set. 100 cards designed to transform team dynamics.

4

### IMMEDIATE APPLICATION TOOLS

- 90-day culture change roadmap tailored to your specific organisational context.
- Ready-to-use implementation templates for immediate deployment.
- Culture Mastery Certification recognising your commitment to cultural excellence.

“I consider Karl a trusted advisor; he's a catalyst for change and his impact on both the leaders and culture is profound.”

**Charles Weiser** | Chief Experience Officer | Optus





## OVERVIEW

# What's Included



Participants in The Culture Mastery program enjoy the world-class hospitality of the Westin Melbourne or W Hotel Sydney. Our chosen venues provide an exceptional backdrop for transformative learning experiences, combining contemporary design with warm hospitality.

Each venue offers state-of-the-art facilities designed to enhance collaboration and creative thinking and the sophisticated yet comfortable environment encourages meaningful connections whilst fostering an atmosphere conducive to personal and professional growth.

## EveryLeader™ Culture Companion

In addition to the masterclass experience and subsequent webinars, Culture Mastery participants receive our new personal cultural leadership companion : EveryLeader™ - a set of 100 cultural leadership cards that provide daily reinforcement about cultural leadership. These professionally designed cards offer practical insights and actionable strategies that busy executives can integrate into their daily leadership practice.



## EveryTeam™ Culture Shaping Kit

Culture Mastery participants receive an EveryTeam™ - Team culture shaping kit. EveryTeam™ provides team leaders with a simple, step-wise approach to leading a team-based culture insights and shaping process. EveryTeam™ allows Culture Mastery participants to put their new-found culture strategies and tools into practice.

## COMPLIMENTARY ENROLMENT

# EXECUTIVE CERTIFICATE IN CULTURAL LEADERSHIP

## Updated Course Content for 2025

- New ISO 45003 Standards
- SafeWork Australia Laws
- Psychosocial Hazard Management
- Board and Executive Culture Governance
- Cultivating a Healthy Hybrid Team Culture
- Navigating AI and Shaping AI Culture

## ENROLMENT WINDOWS

- > JULY 2025
- > SEPTEMBER 2025
- > NOVEMBER 2025

10 HOURS | 100% ONLINE | SELF PACED



# Karl Treacher

CEO Culture Institute of Australia | Founder CultureCon™

Karl Treacher is a recognised authority on organisational culture and performance, with over two decades of experience transforming workplace environments across twelve countries. As CEO of **The Culture Institute of Australia**, author of the Australian Workplace Culture Guidelines and founder of **CultureCon™**, he brings unrivalled expertise to the Culture Mastery program.

“““

Karl is my go-to guru on all things culture. He has the ability to understand organisations and work with leaders to bring about meaningful change.

**Lizzy Geremia** Group Brand & Culture Director | Reece Group

## A Unique Journey to Cultural Leadership

Karl's path to becoming a leading voice in workplace culture began in elite sports, where he spent five years studying sports psychology while competing at a professional level himself. This immersion in high-performance environments provided firsthand insight into what truly drives exceptional team dynamics, knowledge that would later inform his pioneering work in organisational culture.

This foundation led him to advisory roles with high performing Olympic athletes to ASX 5 CEOs and State Premiers. It's these experiences that granted Karl the rare perspective on peak performance across dramatically different contexts. Throughout these engagements, Karl developed a fundamental understanding that culture isn't merely an organisational attribute but rather the definitive driver of sustainable success.

## Proven Approach to Cultural Optimisation

What distinguishes Karl's approach is his ability to blend rigorous analytical methodologies with deep human insights. He has crafted proprietary diagnostic tools—**RAIDAR™**, **RepHealth™**, **Panorama**, and **Culturesphere™** that enable senior leaders to systematically assess, design, and implement high-performance cultures with great accuracy.

## Measurable Impact Across Industries

The effectiveness of Karl's frameworks is validated by compelling research: organisations implementing his methodologies demonstrate on average 30% more positive culture sentiment. This data-driven approach has made him a trusted advisor to C-suite executives across Australia's most prominent enterprises and innovative start-ups alike.

A sought-after thought leader, Karl has authored over 60 articles on reputation, experience and culture and has addressed influential forums including **TEDx** and **CEDA**. His written contributions and speaking engagements consistently emphasise practical application over theoretical constructs—a philosophy that informs every aspect of the Culture Mastery experience.

## The Masterclass Experience and Beyond

Karl's facilitation style reflects his diverse background—intellectually rigorous yet accessible, challenging yet supportive. Participants consistently cite his ability to translate complex cultural concepts into actionable frameworks that address their specific organisational challenges.

## A Commitment to Excellence

His commitment to measurable outcomes and systematic implementation makes this masterclass an essential investment for executive leaders across organisations of all

## KARL TREACHER

NAVIGATING AI READINESS

\*Included in Growth Faculty Membership

Australian Institute of  
Company Directors

AI STRALIAN  
GOVERNANCE  
SUMMIT 2025

TEDx

PITCHER PARTNERS CEO+ The Culture Institute

The CEO Institute Queensland Members' Lunch

DIY Culture:  
Team Building in  
the Digital Age

Uncover the foundations of high-performance culture and the emerging AI Culture benchmarks. Explore the culture-shaping tools used by some of Australia's leading organisations.



# Registration

The Culture Masterclass is strictly limited to 24 senior leaders. The program is designed for executives and HR professionals seeking to explore and evolve culture within their teams and organisations. In the interests of our clients and audience, we reserve the right to prioritise enterprise and SME leaders.

## INVESTMENT

- Standard Rate: \$2,750+GST
- TCI Member Rate : \$2,475+ GST
- Group Rate\*: \$2,335+GST

**Inclusions:** Program materials, online resources, certification, extension webinars, arrival tea & coffee, morning and afternoon tea, lunch.

\* Group Rates apply to ≥2 participants from the same organisation

## MELBOURNE MASTERCLASS

**Wednesday August 13, 2025**

- Time: 9.30am – 4.30pm  
(Coffee on arrival from 9am.  
Program starts at 9.30 sharp)

- Location: The Langham Melbourne,  
1 Southgate Avenue, Southbank,  
Vic

- Extension Webinar 1:  
**Wed Sept 10, 12pm-2pm**
- Extension Webinar 2:  
**Tue Oct 14, 12pm-2pm**

To register [click here](#)

## SYDNEY MASTERCLASS

**Wednesday October 22, 2025**

- Time: 9.30am – 4.30pm  
(Coffee on arrival from 9am.  
Program starts at 9.30 sharp)

- Location: W Hotel,  
31 Wheat Road, Sydney, NSW

- Extension Webinar 1:  
**Wed Nov 12, 12pm-2pm**
- Extension Webinar 2:  
**Wed Dec 10, 12pm-2pm**

To register [click here](#)

E [enrolments@cultureinstitute.com](mailto:enrolments@cultureinstitute.com)

T +61 2 9095 4225



“““

“Karl and his team possess the rare ability to create brands and shape cultures that unlock strategy and achieve business goals”

Natalie Feehan | Chief Customer & Commercial Officer SEEK