

JOE IS AN EXPERT IN BUILDING FEARLESS, ACCOUNTABLE TEAMS

Joe Jurec turns high-potential people into leaders who charge toward hard conversations, accountability gaps, and change, instead of avoiding them.

Joe co-created ITS Leaders because he needed it before he knew it existed. His background runs through Sony, Sears, energy trading, and two SaaS companies. Since 2016 he's worked exclusively in the entrepreneurial space, where leadership theory meets Monday morning and one usually loses. He facilitates the way buffalo move, toward the storm, not away from it. Direct and pattern-oriented, he's unwilling to let a room stay comfortable when something honest is below the surface.

> *Into the Storm changed my life personally and professionally. Joe is an excellent instructor who gets into the real-life nitty gritty of leadership. I highly recommend him for leadership development, no matter the industry.*
>
> **– Christine Henry, Production Manager, City Cleaners**

Joe's Topics:

- **Charge the Storm:** Why the strongest teams run at problems, and how to build a culture that does it on purpose.
- **Trust, Accelerated:** How to build real trust across teams in weeks, not years, without trust falls.
- **Say It Straight:** Communication that lands the hard message without blowing up the relationship, including influencing upward.
- **CEO of Your Own Job:** Ownership without a title. How emerging leaders stop waiting for permission and start driving results.
- **Leading Through the AI Shift:** How to bring AI into your company with your people, not instead of them, without losing trust, culture, or momentum.

Book Joe for Your Next Event

To inquire about booking, contact us using the information below. Ask about our "Results or Nothing" guarantee.

About CultureShoc

CultureShoc helps organizations win. We deliver EOS Implementation, Leadership Development, and Revenue Growth for small to mid-sized companies serious about growth. Engaging teams. Shocking results. Our purpose is simple: passionately discover, engage, and grow leaders through transformational, proven development and engagement programs.

RESULTS OR NOTHING

CULTURESHOC®
engaging teams • shocking results

844-336-SHOC
joe@cultureshoc.com