



TEC CLARK



Keynote Speaker

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HELPING COMPANIES SHAPE WORKPLACE CULTURES THEY WANT TO BE KNOWN FOR

Tec Clark is a culture shaper. Over a 30+ year career as a professional diving educator, Tec uses culture as the tool to survive and thrive in the diving industry. In the world of professional scuba diving instruction to survive means having a culture of safety and to thrive in the industry means having a culture of fun. These two cultures, safety and fun, are often opposed. But Tec harmoniously blends them together to achieve successful diving business cultures.

Tec first honed his culture shaping strategies as the director of the largest university diving program the largest in the world. He also applied his culture shaping strategies to strengthen a not-for-profit national scuba training agency by focusing on its core values. And as the team captain his culture shaping strategies brought the US Freediving team to a gold medal victory in a world competition.

Although each of these organizations had different goals, they were all able to achieve renowned results by applying Tec's culture shaping process.

Now Tec Clark teaches (in-person and virtually) to worldwide audiences how to define, implement and sustain workplace cultures that will:

- Differentiate in the marketplace and lead to profitability
- Create a positive, value-driven reputation with customers
- Increase respect among employees
- Enhance productivity
- Improve job satisfaction

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