



WBC 2022 Breakout Session Track Descriptions

Track 1 – Your Business Culture

Business culture is the shared ethos of your organization. It's how people feel about the work they do, the values they believe in, where they see your company going and what they're doing to get it there. It's also about people feeling like they belong—that their individuality and ideas are valued—and they are accountable for your financial success. A strong culture is key every day, and especially critical to helping withstand economic downturns that inevitably happen.

Track 2 – Strategizing For Success

Your strategies have gotten you this far in your business. Now, no matter your stage and goals for future growth, it's important to stay on track in your strategic leadership. Do you need to protect your brand and ideas with trademarks? Do you dream of taking your business global or making it more environmentally sustainable? How will you juggle caring for employees and family members who need it? Do you hope to one day sell your business to fund your retirement? Strategizing for success starts now.

Track 3 – Your Digital Future

Digital platforms—from social media, digital ads and IT solutions, to digital payment technologies, wireless networking and more—can help you reach bigger markets more easily, but how do you tap into these advantages? It starts with attitude and seeing the opportunity to unlock the power of technology to solve your greatest business challenges. Then, it's about having the knowledge and resources to truly tap in and transform your digital future.