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Steven L. Blue, CEO of Miller Ingenuity, Invited to Speak to Winona State University Athletic Department

Blue's presentation centered around the importance of culture.

WINONA, MN – Steven L. Blue, world-renowned expert on culture and organization dynamics and CEO of Winona-based rail manufacturer Miller Ingenuity, was invited to speak to the Winona State University Athletic department on the importance of establishing and maintaining a strong culture among staff and student athletes.

Blue facilitated a session with 20 university athletic coaches and administrators to draw out the different cultures they each have with their respective teams. The teams also discussed shareable best practices and overarching departmental culture goals including “Graduate Champions,” “Positive Experience for Student-Athletes,” and “Pride and Passion.”

“I told this group, and this is something that I preach about often for many different industries, that you should think of your organizational culture as a Cirque du Soleil® culture,” said Blue. “If you’ve seen any of their shows, it is full of a bunch of talented people who come together to work seamlessly, energized, and wanting to make today a better performance than yesterday. And that is the model you should have in mind when you think of the culture you want to develop in your organizations.”

“We appreciate Steve sharing his time and expertise with us,” said Eric Schoh, WSU Athletic Director. “The feedback from our coaches and staff has been tremendously positive. Culture is an important piece of success that you have to cultivate every day. We hope to have Steve continue to lead us in best practices to maintain and grow our existing positive, winning culture.”

“I appreciate Eric Schoh’s invitation to speak to the WSU’s athletic department,” said Blue. “His forward-thinking approach to improve team culture will directly impact the outcome of the department’s student participation and game results. I look forward to witnessing their transformation on and off the field.”

Each individual at the presentation were also given a copy of Steve's book, *The \$10 Million Dollar Employee: When Your Most Toxic Liability Meets Your Most Important Customer*, currently available on Amazon.

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ABOUT STEVE BLUE

With more than 40 years of management, executive, consulting and speaking experience worldwide, Miller Ingenuity president & CEO Steven L. Blue (StevenLBlue.com) is a leading mid-market CEO and a globally-regarded business growth authority who has transformed companies into industry giants and enthralled audiences with his dynamic keynotes. He is the author of five books, including his latest, *Metamorphosis: From Rust-belt to High-tech in a 21st Century World*. Follow Steve on Twitter @StevenLBlue.