

What is the one thing that motivates all people?



Randal Weidenaar is a dynamic Culture Change Consultant. In his career, he has worked with cultures from every continent, and individuals from Wall Street boardrooms to refugees on the streets of Athens, Greece. He has been in marketing for two decades and international social work for a third decade. He was educated in Europe and lived there for ten years. His background has given him keen insight into what shapes culture. Culture is the key to change, it shapes belief and behavior.



Randal is the author of "The Ultimate Why" a culture change curriculum and workbook.