



**Strong Leaders.
Strong Cultures.
Strong Communities.**

RAYMOND D. WHITE

Organizational Leadership Strategist

Every organization has culture. Few leaders know how to intentionally build it. I help leaders become **Culture Builders** by shaping the conditions where people, teams, and communities thrive.

SIGNATURE IDEAS

- ✓ Read the Moment. Train the Muscle.
- ✓ Culture Is Built in the Middle.
- ✓ Leadership Creates Conditions.
- ✓ Belonging Drives Performance.

LEADERSHIP DEVELOPMENT | ORGANIZATIONAL STRATEGY | CULTURE TRANSFORMATION | EXECUTIVE FACILITATION

TRUSTED BY LEADERS FROM:



Salem Chamber
Convener | Catalyst | Champion



Western Oregon
UNIVERSITY



NAACP
Salem-Keizer Branch

SIGNATURE EXPERIENCES



Read the Moment. Train the Muscle

Helping leaders diagnose organizational conditions before choosing their leadership response.



Culture Is Built in the Middle.

Why middle managers determine whether strategy succeeds or fails.



From Leader to Culture Builder.

How leaders intentionally create trust, alignment, belonging, and performance.



LEADER'S LENS

Creator of the **Leader's Lens Methodology**—a practical framework that helps leaders diagnose organizational conditions and intentionally build trust, alignment, belonging, and performance.

Shari R.

★★★★★

Employee Engagement & Development Manager

I loved how we had the space to think and process the information and how [Ray] continued to demonstrate how to be more curious and less critical. It felt like a safe space to share answers and responses.

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