



DAVID REEVE

corporate culture mentor, speaker and author



“Inspire greatness in everyone, everywhere and leave them better than I found them”. This is David Reeve’s personal purpose in life.

Fueled by this personal purpose, David founded Unleash Culture™ to help brands build amazing cultures to accelerate their growth.

David has a proven track record of success resulting in 85 awards for business excellence and has contributed to building two of the largest award-winning brands in Canada.

Brands David has mentored have been featured in the New York Times, Forbes, Profit, Fox Business, Globe and Mail, Success, Fortune Small Business, Wall Street Journal, Huffington Post, Alberta Venture and Dragon’s Den to name a few.

David’s experience with culture building started over 26 years ago when he met his amazing spouse Michelle whom he affectionately describes as a serial entrepreneur. Having started a multitude of brands with Michelle and working with hundreds of leaders, David completely understands the mindset of entrepreneurs and leaders and equally as important the people that work with them.

David has held a life-long fascination for why some brands have great cultures and why so many do not. David’s research and experience lead him to understand that culture is either built by design or manifests by default.

Fascinated by the fact that, unfortunately, 90% usually manifest by default, David discovered the missing key elements in what he calls a brand’s culture energy cycle and ecosystem and developed a simple system for getting both of these back in balance.

David is also a LEAN certified black belt in the Toyota Production System and sits on several key advisory boards. David believes in giving back and happily gives his energy to mentor entrepreneurs through such programs as the Simon Fraser University Venture Connection program, The University of the Fraser Valley Entrepreneur program, Seattle based Tech Stars program, The Forum for Women Entrepreneurs program and the Merita Movement Young African Visionaries program in Uganda.

Unleash Culture™

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David is a regular sought-after speaker on the following in demand topics:

- How to design, implement and sustain a powerful culture that accelerates the growth of your brand.
- Building the foundation for an award-winning culture; the five keys.
- Unleash the power of dreams in your brand.
- The most important brand you will ever build.

David is a published author on building a great corporate culture. In his book David details step-by-step how to build the foundation of great culture, gives examples of brands he has worked for and studied and gives you access to all the tools and templates used. Here is the link to David's book on Amazon: [Unleash Culture Discover Greatness Within](#)

Here is a link to a podcast David did on building a great corporate culture: [David's approach to building an award winning corporate culture](#)

In his spare time, David works with individuals from all walks of life through Unleash Dreams™, a cause he founded over 19 years ago where he has inspired hundreds of people around the globe to realize their personal potential and dreams.

David is a sought-after speaker and mentor and would welcome the opportunity to collaborate with you about your brands culture energy cycle and ecosystem.

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