

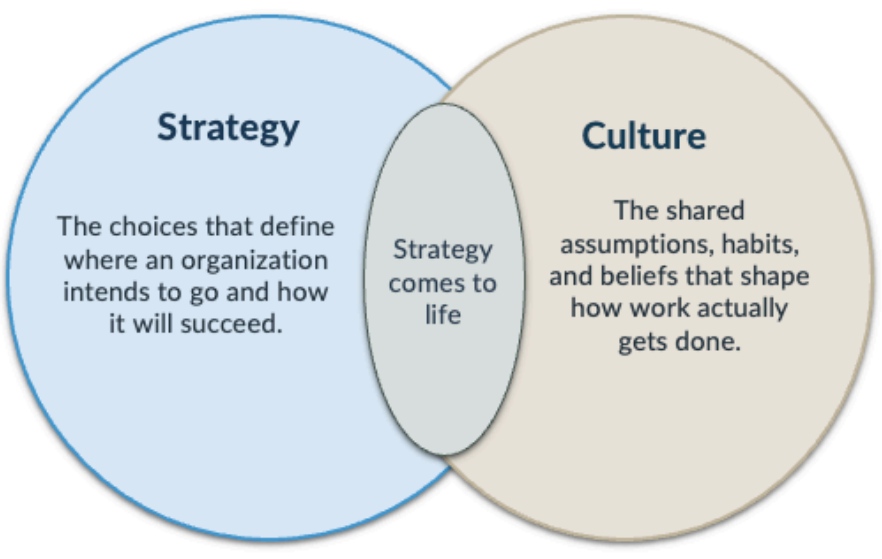
LEADERSHIP INSIGHTS

Culture Eats Strategy for Breakfast

We often hear the expression "***culture eats strategy for breakfast***" whenever a carefully conceived strategy doesn't have any real chance of success. An organization can develop a brilliant strategy… rigorous, ambitious, well-funded, and beautifully presented. But until team members make different decisions and take different actions, it remains a hollow hope about the future.

Our most innovative ideas **can be successful if we invest in our culture** — intentionally developing and evolving it in alignment with our strategy.

The question is not whether your organization has a culture. The question is whether that culture is taking you where you need to go!



Strategy sets the direction culture must support. Culture enables—or constrains—the organization's ability to pursue it.

Read the full article.

👉 Read the full article. Learn more about our approach to evolving your organization's culture.

SERVING YOUR WORLD

Bâton Global helps organizations move strategy forward by aligning the people and systems needed for stronger execution. This month, we are highlighting two tools that support that work from different angles: Predictive Index helps organizations better understand and align their people, while HubSpot helps strengthen the systems and processes used to manage growth.

Predictive Index: As a Certified Partner of The Predictive Index, Bâton Global helps organizations use behavioral data to better understand their people, teams, and talent needs. Predictive Index provides objective insights into how individuals are naturally wired to work, communicate, and make decisions. Bâton helps leaders turn those insights into practical action, strengthening team dynamics, improving role alignment, and connecting people strategy to business strategy.

Hubspot: Bâton Global is proud to be a HubSpot Gold Solutions Partner, helping organizations get more value from the systems they use to manage growth. From CRM implementation and sales pipeline optimization to marketing automation, lead nurturing, reporting, and customer experience strategies, we help organizations build scalable systems that drive measurable growth.

Want to better align your people, systems, and strategy?

👉 Connect with Bâton Global to explore how practical tools like Predictive Index and HubSpot can support stronger execution.

💬 The Bâton Experience: In Their Own Words

"The Bâton team has exceeded our expectations! They've elevated our strategic thinking and critical analysis... and have become an invaluable partner."

- Executive Vice President, Insurance



Successful organizations need leaders who can connect strategy with execution. Kevin Kacere brings decades of executive leadership experience helping businesses strengthen operations, accelerate innovation, and position themselves for sustainable growth.

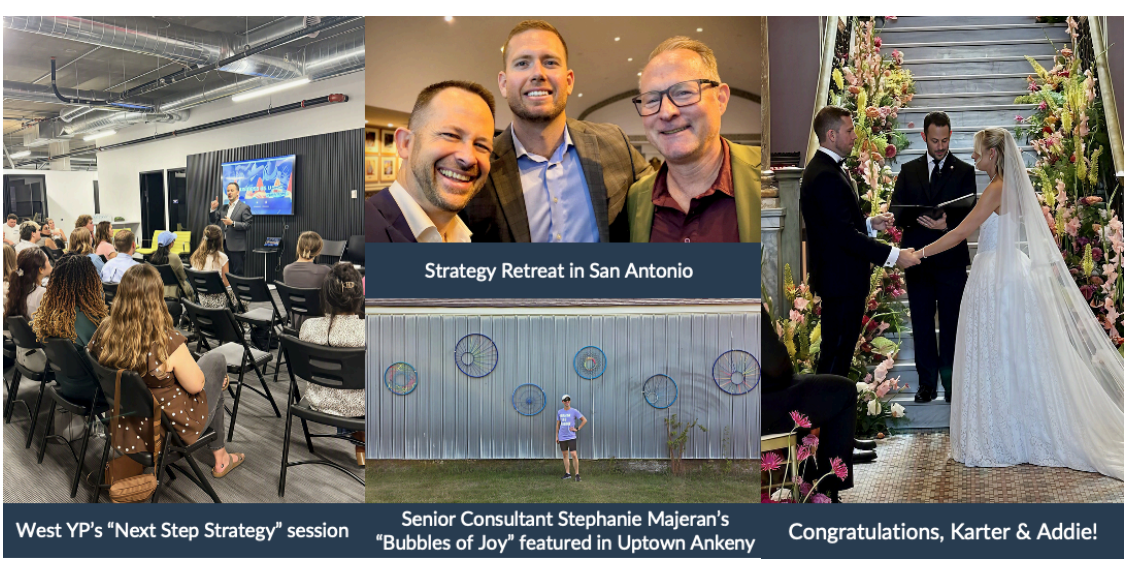
As President and CEO of Insta-Pro International, Kevin led the global feed and food processing equipment manufacturer through significant growth and transformation. Prior to Insta-Pro, he spent 17 years with Amana Appliances and Maytag Corporation, where he held senior marketing and general management roles and led the turnaround of the Amana refrigerator segment, driving innovation that impacted the broader home appliance industry. Kevin brings deep experience in general management, product development, business transformation, manufacturing, and global market expansion.

View Kevin's Profile

BÂTON IN THE COMMUNITY

Beyond the Work

From speaking engagements and community events to team celebrations, we're grateful for the opportunities to connect, contribute, and celebrate with others. This month, we're sharing a few snapshots from recent events and milestones across the Bâton Global team, including a special congratulations to Senior Consultant Karter Smith and his wife, Addison, on their recent marriage.



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