

# CULTURE AS THE CURE:

Driving Change with  
Care and Collaboration

*Charlie Saffro*

**MGMA**<sup>®</sup>  
CAROLINAS

# INFLUENCE

*Charlie Saffro*

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**“INFLUENCE IS WHEN YOU  
LIVE YOUR LIFE IN A WAY  
THAT INSPIRES OTHERS TO  
LIVE THEIR LIVES  
DIFFERENTLY.”**

*Charlie Saffro*

- *GRANDMA RUTH (age 103)*

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# INFLUENCE CREATES RIPPLES

*Charlie Saffro*

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# **RIPPLES SHAPE CULTURE**

*Charlie Saffro*

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# THE RIPPLE THAT CHANGED EVERYTHING

*Charlie Saffro*

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**SHOW UP  
LIFT UP  
OWN UP**

*Charlie Saffro*

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# SHOW UP

*PUT YOURSELF OUT THERE,  
EVEN BEFORE YOU FEEL READY*

*Charlie Saffro*

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# WHERE ARE YOU SHOWING UP?

*WHAT'S AN AREA YOU ARE LEANING INTO?*

*WHAT'S AN AREA THAT IS HOLDING YOU BACK?*

*Charlie Saffro*

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# LIFT UP

*CREATE CONNECTION THROUGH  
SMALL, INTENTIONAL ACTS*

*Charlie Saffro*

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# HOW CAN YOU LIFT UP OTHERS?

*WHO IS ONE PERSON THAT NEEDS ENCOURAGEMENT?*

*WHAT CAN YOU DO TO ENSURE THEY FEEL SEEN?*

*Charlie Saffro*

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# OWN UP

*LEAD WITH INTEGRITY  
WHEN IT MATTERS MOST*

*Charlie Saffro*

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# WHAT DO YOU NEED TO OWN?

*WHAT IS A HARD DECISION THAT YOU NEED TO OWN?*

*WHAT IS AT RISK IF YOU KEEP AVOIDING IT?*

*Charlie Saffro*

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