



# No More Ice Cream Sandwiches

*tips for creating a positive culture*

# Today's Speaker

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**A copy of today's presentation will be available on  
APRO's website under Educational Resources.**

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An illustration of an ice cream sandwich, showing two chocolate cookies with white icing and a white ice cream filling, positioned in the top right corner of the image.

**So, what's the deal with  
“Ice Cream Sandwiches”?**

12 Sandwiches



**Vanilla**  
FLAVORED



Ice Cream Sandwiches  
Artificially Flavored



KEEP FROZEN  
enlarged to show texture

12-3.5 FL OZ (103.5mL) EACH  
42 FL OZ (1 QT 10 FL OZ) 1.24 L 



what's the

**ISSUE?**





**What we think is**  
**BUILDING** our culture  
**might actually be**  
**BREAKING** our culture.

**Today, we will cover...**

**WHO** we celebrate

**HOW** we celebrate

**WHY** we celebrate



**WHO**

**do we celebrate?**



A stylized purple flower icon with a brown stem and green leaves, positioned in the top right corner of the slide.

**We often confuse**  
**CELEBRATION with**  
**MOTIVATION**



**Celebration reinforces EXCELLENCE.**

**Motivation develops POTENTIAL.**



**Celebration is PUBLIC.**

**Motivation is PRIVATE.**



**Celebrate what you want**  
**REPEATED!**

A purple flower-like shape with five petals is positioned in the upper right corner, partially overlapping a brown globe with a white grid pattern. The background of the entire image is a vibrant pink with a pattern of lighter pink, pill-shaped dashes.

**When the bar for celebration is  
TOO LOW, your best STOP  
GIVING their best.**

A stylized illustration of a hand holding a pencil, positioned in the top right corner of the image. The hand is white with pink fingers, and the pencil is orange with a pink eraser. The background is a light green color with a pattern of small, darker green dashes.

**HOWW**

**do we celebrate?**



**We celebrate HIGH-**  
**PERFORMANCE teams**  
**with HIGH SCHOOL**  
**rewards.**



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**Make it PERSONAL.**

**Make it PREMIUM.**

**Make it PUBLIC.**

A stylized illustration of a hand holding a pen, positioned in the top right corner of the image. The hand is white with a pink outline, and the pen is pink. The background is a light green color with a pattern of small, darker green, pill-shaped speckles.

**Make it PERSONAL.**

A hand with pink skin is holding a green object against a green background with a pattern of small white and light green dashes. The text "Make it PREMIUM." is centered in a white box with a pink border.

**Make it PREMIUM.**

A stylized illustration of a hand holding a pen, positioned in the top right corner of the page. The hand is white with a pink outline, and the pen is pink. The background is a light green color with a pattern of small, darker green, pill-shaped dashes.

**Make it PUBLIC.**



**Make it PERSONAL.**

**Make it PREMIUM.**

**Make it PUBLIC.**

A hand holding a pencil is visible in the top right corner, pointing towards the text. The background is a light green color with a pattern of small, darker green dashes.

**INVEST** in your people...  
or **SOMEONE ELSE** will.

A pink ice cream bar with white polka dots on a wooden stick, positioned in the top right corner of the image.

**WHYY**

**do we celebrate?**

A pink, rounded rectangular shape with white polka dots is positioned in the top right corner of the image.

**It's your RESPONSIBILITY  
to ADD VALUE to people.**

A pink, rounded rectangular shape with a grid of white polka dots, positioned in the top right corner of the page.

**RETENTION**

**REPETITION**

**RESPECT**

A pink, rounded rectangular shape with a grid of white polka dots is positioned in the top right corner of the image. The background is a light yellow color with a pattern of small, white, pill-shaped sprinkles.

**RETAIN** your teams.

A pink, rounded rectangular shape with white polka dots is positioned in the top right corner of the slide.

**REPEAT** desired behaviors.

A pink, rounded rectangular shape with white polka dots is positioned in the top right corner of the image. The background is a light yellow color with a pattern of small, white, pill-shaped sprinkles.

**Earn real RESPECT.**

A pink, rounded rectangular shape with white polka dots is positioned in the top right corner of the slide.

**POSITIONAL** Respect

**vs**

**EARNED** Respect

A pink, rounded rectangular shape with white polka dots is positioned in the top right corner of the image.

**It's your RESPONSIBILITY  
to ADD VALUE to people.**



moving

**FORWARD**



**What changes can we  
make **ASAP** to build a  
**BETTER CULTURE?****

**1**

**Celebrate EXCELLENCE**

**Motivate MEDIOCRITY**



**2**

**Give WEIGHT to  
your REWARDS**

**3**

**Constantly SEARCH for  
ways to say THANK YOU**





**Be** **INTENTIONAL** **with**  
**what you bring**  
**ATTENTION** **to.**



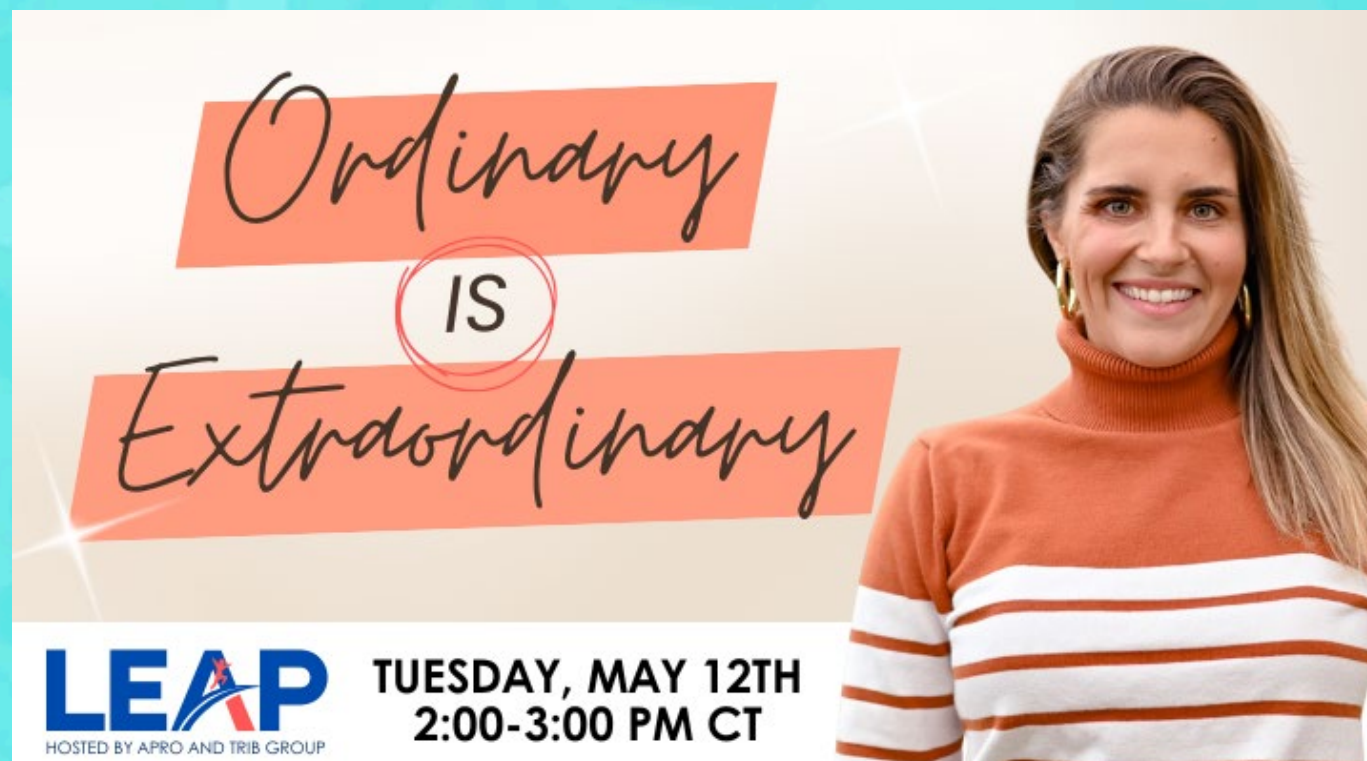
# Will Jackson



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Presented by: Ashton Atkinson May 21, 2026 | 2:00 PM CT  
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