

# ADRIAN GOSTICK

*New York Times bestselling author*

## CULTURE & ENGAGEMENT

*Building an All-In Culture, Managing Change & Enhancing Engagement*

**THE DILEMMA:** While most leaders understand their most reliable competitive advantage comes from their people, few know how to get their teams “all in”—convincing employees to buy into the strategy they’ve put forward.

**“Terrific presentation. A lot of energized discussion around our culture. Adrian went the extra mile to understand our issues and work them seamlessly into his presentation.”**

– Kathryn Cassidy, Treasurer, General Electric

**THE RESULT:** Gostick offers managers at all levels specific how-tos for each step, and tells fascinating stories of leaders in action that vividly depict just how these powerful methods can be implemented.

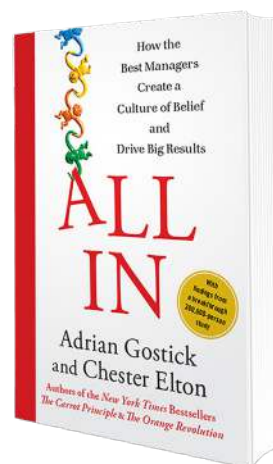
Audiences will learn:

- The 3 research-based characteristics of the world’s most profitable, productive organizational and team cultures;
- The 7 steps today’s most successful leaders use to generate buy-in and enhance engagement;
- How managers at any level can build a workgroup culture where employees commit to the culture and give an extra push of effort.

**THE RESEARCH:** *New York Times* bestselling author Adrian Gostick presents the findings of an unprecedented 300,000-person study on high-performance cultures.

Based on this breakthrough research and his extensive consulting experience with a who’s-who of successful organizations, he presents a simple roadmap to create a high-achieving culture where employees are engaged, enabled and energized.

**THE AUDIENCE:** Designed for senior leaders and managers (can be tailored to include all employees), Adrian Gostick has presented on culture and engagement to corporate audiences and conferences worldwide. The session is always customized to an organization’s specific culture challenges based on pre-calls, interviews and research.



**Based on  
Adrian Gostick’s  
New York Times  
bestselling book  
All In**