

Adrian Gostick

#1 New York Times, Wall Street Journal, and USA Today Bestselling Author

Please contact a GDA agent for information.

Topics

- Change Management / Organizational Change
- Corporate Culture & Governance
- Employee Engagement
- Human Resources / Workforce Issues
- Peak Performance
- Teamwork / Teambuilding



About Adrian Gostick

Bestselling Leadership Author | Organizational Culture Expert

How do today's best leaders accelerate business results? By engaging their employees to execute on strategy, vision, and values. In his challenging, information-packed talks, #1 bestselling leadership author Adrian Gostick provides real solutions on managing change, driving innovation, and leading high-performance teams.

Gostick is a global workplace expert and thought leader in the fields of corporate culture, leadership, and engagement. He is founder of the training and consulting company The Culture Works and author of the #1 New York Times, USA Today and Wall Street Journal bestsellers *All In*, *The Carrot Principle* and *The Best Team Wins*. His books have been translated into 30 languages and have sold 1.5 million copies around the world.

As a leadership expert, he has been called "fascinating," by Fortune magazine and "creative and refreshing" by the New York Times. Gostick has appeared on NBC's Today Show and CNN, and is often quoted in The Economist, Newsweek, and Wall Street Journal. If you Google the 30 Top Leadership Gurus, he is on the list along side Jack Welch and Jim Collins. His consulting clients include Danaher, Bank of America, Rolls Royce, JELD-WEN and California Pizza Kitchen.

Select Keynotes

- **All In: How the best leaders develop a culture of belief & drive big results**

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. If a culture is clear, positive, and strong, then people will believe what they do matters and that they can make a difference. If a culture is dysfunctional—chaotic, combative or indifferent—employees will spend more time thinking about why the people sitting next to them should be fired than getting fired up themselves.

The Research: Teaming up with research giant Towers Watson, #1 bestselling author Adrian Gostick presents the findings of an unprecedented 300,000-person study conducted in the worst of the recession for his book *All In*. Based on this breakthrough research and his extensive consulting experience with a who's-who of successful organizations, he presents a simple roadmap that all managers can follow to create a high-achieving culture in their own teams where employees are engaged, enabled and energized.

The Result: Gostick offers 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:

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

The Audience: Designed for senior leaders and managers (although sometimes tailored to include all employees), Adrian Gostick has presented "All In" to corporate audiences and association conferences worldwide. The session is typically customized to an organization's specific culture challenges.

"The 'All In' principles aligned to every aspect of our key messaging and reinforced the effectiveness of our approach. We can't wait to continue this momentum and enthusiasm."

– Lynn Leblanc, Head of Strategic Planning, **Aetna**

- **Carrots 2.0 How today's managers use recognition to engage their people, retain talent, and accelerate performance**

The Dilemma: Most managers want to create cultures where their teams achieve above-and-beyond results, but for a culture to really take off teammates must encourage each other on a daily basis. The answer is in rooting for each other: having each other's backs, appreciating strengths, and recognizing strategic behaviors.

The Research: Based his #1 bestselling book *The Carrot Principle*, which unveiled a 10-year, 200,000- person survey, Gostick has become the preeminent authority on employee recognition. Now, he introduces us to Carrots 2.0—showing incontrovertible evidence that today's employees respond best when they are recognized for things they are good at *and* for those actions where they had to stretch.

The Result: Gostick introduces audiences to new generational and industry-specific data from his 2016 proprietary survey of 14,000 working adults—helping managers link recognition to what is most meaningful to their employees. He introduces practical concepts that help managers encourage excellence, including ideas such as appreciation vs. recognition, effort vs. achievement, and praise vs. rewards. Adrian shows how great managers lead with carrots, not sticks and in doing so achieve higher:

- ◊ Productivity
- ◊ Engagement
- ◊ Retention
- ◊ Customer Satisfaction

The Audience: Designed for managers, Adrian Gostick has presented "Carrots 2.0" to corporate audiences and associations worldwide. The session is typically customized to an organization's specific recognition needs and can also include the organization's available R&R tools.

"The concepts of "All In," "The Carrot Principle," and "What Motivates Me" can be combined to create a tool-box that all organizations can leverage to enhance organizational efficiency and effectiveness.

- Glen Stambone, Northern Regional Medical Command, **US Army**

- **The Anxiety Solution**

Anxiety is crippling the performance of the people we manage, especially younger employees. It is affecting productivity and leading to ghosting and burnout. When the *Wall Street Journal* covered the growing anxiety epidemic at work, the first expert featured was New York Times bestselling author, Adrian Gostick. In the Anxiety Solution keynote, he offers tactics for managers to help with their employees stay more calm, clear-headed, and be willing to speak up when feeling overwhelmed. He helps managers become more aware when employees are hiding anxiety and offers solutions to alleviate much of the unhealthy stress their people may be feeling while still maintaining performance.

Leaders learn how to tackle overload, stagnation, uncertainty, intimidation, and exclusion.

- **The Anxiety Solution: Helping employees be more calm, clearheaded and focused**

Few leaders worry about how to alleviate it, but anxiety is crippling the performance of the people we manage - especially younger employees. It's affecting productivity, leading to ghosting and burnout.

- **The Best TEAM Wins: The 5 Disciplines of Today's Most Effective Team Leaders**

The Dilemma. The vast majority of employees' days are now spent working collaboratively, but still 96 percent of executives cite poor teamwork as the main source of workplace failures in their organizations. It might be the most-pressing question organizations must address: How can managers lead their teams to improved performance given the volatility and challenges we face today.

The Research. Based on an 850,000-person study of the most profitable, innovative work teams, *New York Times* bestselling author Adrian Gostick introduces his audiences to the new science of teamwork—helping leaders deal with the increased speed of change in business, global and remote employees, the rise of the Millennials, the need to work more cross-functionally across departments, and more.

The Result. Gostick's research has discovered a set of leadership disciplines that make the biggest difference in building today's best teams. He helps leaders:

- Manage to the One—Identify the drivers of each team member for maximum engagement
- Speed Productivity—Help new people and teams work faster & smarter
- Challenge Everything—Inspire greater innovation through healthy debate
- Focus on Customers—Build bridges across functions, cultures, and distance

The Audience. Designed for senior leaders and managers (although often tailored to include all employees), Adrian Gostick has presented The Best Team Wins to corporate audiences and association conferences worldwide.

"Extremely engaging and motivating talk! Most importantly, you tailored the content perfectly to ensure it was relevant to our fast-paced and forever-changing needs."

-Sally Williams Keenan, Executive Director, **Morgan Stanley**

Select Book Titles

- **2018:** The Best Team Wins: The New Science of High Performance
- **2012:** All In: How the Best Managers Create a Culture of Belief and Drive Big Results
- **2009:** The Carrot Principle

Select Articles

- [3 Ways to Lose a Job Before You Get It](#)

When it comes to landing a new job or a big promotion, follow up can be almost as important as the interview itself. Well-written, thoughtful follow up letters and emails show a lot about your character and can put you over the top. The key is not just to write the note, but also to write a GREAT note. Here are three things that can help you avoid an embarrassing situation. Take your time; I've seen enough things go wrong when people rush.

- [The Most Underutilized Tool in Making People Happier at Work](#)

Every language has a word for "thanks." It's one of the few concepts that works in a hut in Bali, a London skyscraper or a mini-mart in Peoria. In the U.S. (in November) and Canada (in October), we have actual paid-time-off days of "thanks." And while many of us spend these Thanksgiving days expressing gratitude for our families, friends, health or prosperity, what about thanking the people who make your business possible: Your team.

Select Testimonials

"You have made another set of raving fans (about 250 new folks) who were truly inspired by your discussion. We will not let you down either – and plan to continue this theme. I always learn something new from you each time I hear you speak – so thank you for sharing your gift with me – and us." -- Sheila Stern, Senior Director, Clinical Leadership Development

– *Ascension Healthcare*

"What can I say, Adrian was awesome! He delivered a fantastic message that left our people inspired at our annual GM Conference. We will see him again soon." -GJ Hart, CEO

– *California Pizza Kitchen*

"Thank you for joining us at the Danaher Leadership Conference. Your presentation not only complemented the other presentations in the Leadership flight, you really were the keynote. Your messages were right on and they resonated beautifully with all. Your wonderful delivery of insightful lessons with great humor captured the minds and hearts of all. As one participant said later that day, Adrian spoke for an hour and if he went for 2 hours we'd still be with him." -- Tom Joyce, CEO

– *Danaher*

Thanks for a terrific presentation on employee engagement at our Leadership meeting. You stimulated a lot of energized discussion, and everyone enjoyed your talk very much. I especially appreciate that you went the extra mile to understand our particular issues and focal points and work them so seamlessly into your presentation. – Kathryn A. Cassidy, President

– *GE Capital Treasury*

"I wanted to send a quick thank you note for your outstanding performance today. Thank you for time you spent preparing for the session, and your personal touch in making it relevant to the audience. It shows that you're not just a smart guy, you care about what you do. I'm confident this will be one of the highest-rated sessions of the conference. Thank you for performing above and beyond all expectations, and it was a pleasure to work with you." – David Francis, Research Associate

– *Healthcare Staffing Summit*

"On behalf of everyone at Intel, I want to thank you for presenting at the Marketing Track at the Intel Sales and Marketing Conference in Anaheim. The response to your session, in terms of the attendance and hallway buzz and energy among the people in who participated, has been fantastic. Your participation definitely contributed to the overall success of the event." - Terry Scalzo, Sr. Marketing Strategist

– *Intel*

"The feedback was outstanding! Adrian made a significant and impactful contribution to our meeting and our journey as a company. Everyone is talking about "being in the wheelbarrow" and being "all-in." We now have some highly motivated senior leaders." -Mark Beck, CEO

– *JELD-WEN*

"Extremely engaging and motivating talk! Most importantly, you tailored the content perfectly to ensure it was relevant to our fast-paced and forever-changing needs." - Sally Williams Keenan, Executive Director

– *Morgan Stanley*