

Todd Dewett, PhD

Inspiring Authenticity in Leadership, Sales, Innovation, Culture, and Customer Experiences

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Topics

- Change Management / Organizational Change
- Inspiration / Achievement
- Leadership
- Management
- Virtual



About Todd Dewett, PhD

Todd's journey towards authenticity began with degrees from the University of Memphis and the University of Tennessee. Next came process improvement and team-building experience with Andersen Consulting (now Accenture) and Ernst & Young. He then earned a Ph.D. in Management from the Mays Business School at Texas A&M University, as well as a prestigious Post Doctoral Fellowship, and eventually a position on the graduate faculty at Wright State University. After ten years in the classroom, early tenure, many awards, and many scholarly publications, the entrepreneurial spirit took over.

Todd left the ivory tower and now wears many hats: speaker, author, trainer, advisor, not to mention being the go-to leadership and life expert for millions of people through Lynda.com at LinkedIn. His library of work with Lynda.com has made him a two-time global best-seller earning praise from professionals in over 170 countries.

As a speaker, Todd possesses a rare combination of traits: world-class expertise, a rugged authentic style, and an ability to use words to light a fire inside people. At every event, they laugh, think, and cry. The results speak for themselves: a TEDx talk, *Inc. Magazine* Top 100 leadership speaker, widely featured (*New York Times*, *TIME*, *Forbes*, *BusinessWeek*, *US News & World Report*, and hundreds more), with a long list of amazing clients (Exxon Mobil, GE, State Farm, JM Smucker, Ernst & Young, LinkedIn, Medtronic, TGI Fridays, NCR, and many more).

Select Keynotes

- **Building Teams that Transform**

This thought-provoking keynote is based on Dr. Dewett's many years of writing, research, and teaching – much of it derived from his popular guidebook *The Little Black Book of Leadership*. Over time, so many half-truths have emerged about how to build great teams. Todd shares the very few that are actually backed by science and truly work in the real world.

The simple truth about teams is that achieving compliance is easy, but inspiring commitment is more difficult. Staffing a team, setting expectations, and delivering feedback are not complicated processes. Building a winning team, collaborating to set engaging goals, and creating a dialogue that improves all of us is much more challenging – but so worth it. When managed correctly, a team is definitely much more than the sum of its parts.

It's time to bridge the gap between our potential and our reality. Using his trademark no-nonsense delivery, Dr. Dewett shares the behaviors and practices that transform a group into a team. Your attendees will be entertained and educated as Todd uses practical wisdom and memorable stories to prepare you for next level performance.

Like all of Dr. Dewett's talks this is a traditional story-based keynote-style talk that is practical and applied. The result is professionals more informed about how great teams function and more willing to go make it happen.

KEY TAKEAWAYS:

Ownership is everything. Goals and clear expectations are essential, right? Kind of. They of course matter, but never move a team forward rapidly. Not unless each team member feels they have ownership. Voice, collaboration, and ownership are what turn compliance into commitment.

Rewards are overrated. Okay, when earned, recognition and rewards are very useful. Notice the key word – earned. Most organizations strive passionately to recognize everyone for something. Bad move. Reward excellence, and for everyone else build a positive and supportive work

environment that creates the conditions for – you guessed it – more excellence.

Passionate for positivity. The first rule of great teams is that we're all in this together. No show-offs, people who hog the credit, and no bullies of any kind. Negativity occasionally gets you compliance due to fear. It never helps you achieve commitment. In contrast, positive leaders and a positive work culture will move your employees to follow you through the most difficult of challenges.

• **Show Your Ink - Unleashing the Power of Authenticity**

This powerhouse keynote is based on Dr. Dewett's popular book *Show Your Ink*. It's a supremely colorful take on the importance of authenticity in work and life.

Dr. Dewett's decades of research and business experience have revealed that too often people, teams, and companies lack one vital ingredient for success: authenticity. At its core, authenticity is about being "more." More real. More honest. More credible. Above all, more human. Authentic relationships are built on trust, rapport, candor, and vulnerability. The result is stronger motivation, productivity, and a willingness to change and improve.

Using practical strategies backed by science, and stories as his medium, Dr. Dewett lights a fire and changes how you view yourself, your team, and your work. Get ready for an emotional ride as you learn that more is always possible when you are as authentic as possible.

This talk is a traditional keynote-style talk using engaging and educational stories that make the learning stick. The goal is to have your team energized and ready to engage their roles at a higher level.

KEY TAKEAWAYS:

- **More is always possible.** Create teams that are committed, not just compliant. Ignite the fire for excellence as the only real standard. Transform your culture by investing in world-class relationships.
- **Excellence is free.** The very best drivers of personal and team improvement don't cost a penny. It takes time, effort, and honesty – but it's free. Start leading the way and change can start right now.
- **Authenticity beats authority.** Achievement is about connection, not power. Discover and clarify the authentic you. Through candor, build authenticity in others. Remember, authority means people have to comply. Authenticity means people want to help.

• **The Truth About Creativity and Innovation**

This entertaining keynote is based on Dr. Dewett's writing and research on creativity and innovation. The talk is a brutally honest take on the importance of creativity, innovation, and change at work; how we don't manage them correctly – and what to do about it.

Dr. Dewett's years of scholarly study and practical business experience lead him to identify one major truth about creativity and innovation: we say we want them, but often resist them passionately. Creativity and innovation are about questioning our reality, debating how we do things better, and tolerating new ideas. In practice, the status quo often dominates, people don't want to debate, and new ideas are not embraced. It's time to close the gap between what we say and what we do.

Using straight talk and practical insights, Dr. Dewett illuminates the key leader behaviors that drive creativity and innovation. Change emerges not as a complex phenomenon that is hard to initiate, but as a natural tendency that is too often suppressed.

Get ready to laugh, think, and hold yourself accountable as Dr. Dewett shares facts, anecdotes, and stories that make creativity and innovation truly accessible. You will leave with a new view of creativity and innovation, a new vision about how to support next-level conversations, and a strong desire to get started immediately.

Like all of Dr. Dewett's talks this is a traditional keynote-style talk using engaging and educational stories that make learning come to life. The goal is to have your team energized and ready to move past the rhetoric to kick-start real progress.

KEY TAKEAWAYS:

- **People don't resist change.** This is a myth caused by poor management. People only resist change they don't understand, change they did not see coming, change for which they have not been prepared or trained, and change for which they did not have a voice in creating.
- **Mistakes are essential.** No important new product, service, process, technology, or business model arrives fully formed and error free. Great things always emerge from a process of learning that involves smart principled risks. In a culture that values creativity and innovation, learning from mistakes is an expected right-of-passage.
- **Candor trumps civility.** Real change requires real conversation. Civility is to be highly valued, but not as much as straight talk. Unfiltered but professional candid conversations are always at the heart of successful change movements. Good teams love civility, but great teams love candor even more.

Select Book Titles

- **2014:** *Show Your Ink - Stories About Leadership and Life*
- **2010:** *The Little Black Book of Leadership*

Select Articles

- [TIME, 2015: How to deal at work on Monday if you hate football](#)
- [TIME, 2015: This simple fact can ruin your life for an entire decade](#)
- [FAST COMPANY, 2014: How to lead at work when you're having a personal crisis](#)
- [US News & World Report, 2014: Top 5 myths about leadership](#)
- [US News & World Report, 2014: 3 biggest workplace mistakes](#)

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