

Robert Richman

Expert on Employee Culture

Please contact a GDA agent for information.

Topics

- Communication
- Corporate Culture & Governance
- Customer Relations
- Employee Engagement
- Human Resources / Workforce Issues
- Innovation / Creativity
- Leadership
- Management
- Teamwork / Teambuilding
- Virtual



About Robert Richman

Robert Richman is a culture strategist and was the co-creator of *Zappos Insights*, an innovative program focused on educating companies on the secrets behind Zappos' amazing employee culture.

Robert built *Zappos Insights* from a small website to a thriving multi-million dollar business teaching over 25,000 students per year. Through his work, Robert has been helpful for improving the employee culture at hundreds of companies.

As one of the world's authorities on employee culture, Robert is a sought after keynote speaker at conferences around the world and has been hired to teach culture in person at companies like Google, Toyota, and Eli Lilly. He has pioneered a number of innovative techniques to build culture, such as bringing improv comedy to the workplace.

His book, *The Culture Blueprint*, is a systematic guide to how a workplace can help people grow, inspire amazing service, and ultimately drive revenue through amazing culture.

Robert graduated from Northwestern University with a degree in film, as well as from Georgetown University's Leadership Coaching Program. He is a member of the Transformational Leadership Council, and he is based out of San Diego (though he's on the speaking tour most of the time).

Select Keynotes

- **Built for Growth: The Values-Based Company**

Engaged employees are productive, efficient, and have a great time. This means low turnover, and highly motivated employees you don't have to micro manage. Values-based companies have employees who manage and motivate themselves. Robert shares stories of the strength of the core values at Zappos.com (A company that became the #6 Best Place to Work in America and #1 in Customer Service), then shares the science behind why they work so well. Once you learn the secrets behind how values work, you will know how to shape culture. Robert gives the group a process to use in discovering and then implementing the values across the organization.

- **CHOOSE YOUR EXPERIENCE**

THE OPEN SPACE EXPERIENCE

The smartest people in the room are your own people. So why should strategy be determined by only the top brass or an outside consultant?

Using principles of high performance and self-organization, Robert creates a game that lets the group to focus on what they are most passionate about then follow up with recorded insights and action items.

Tony Hsieh had Robert use this this as the opening event for his Downtown Project's off site and many team members called it the most productive time they had ever spent on the company. Robert has also facilitated Open Space for Intuit and BNI. THE OPEN SPACE EXPERIENCE

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HIS EXPERIENCE DELIVERS:

- ✦ A fun, safe environment to explore the most important issues
- ✦ All the most important topics to achieve your goal
- ✦ A fun, safe environment to learn the truth
- ✦ Connection across departments
- ✦ An actionable report, across the company
- ✦ A renewed spirit in the culture

• Culture Hacking

To create change fast by using the power of hacking for good and applying them to culture. Robert leaves the group with three high leverage tools that can be used immediately to create long-term change. Audiences are excited to become culture hackers and often report making changes the very next day.

• High Performance with Agility

Is your team overwhelmed? Are there too many priorities, to-do's and emails? Everyone is dealing with this and there is a way out. From mindsets to techniques to meeting styles, Robert Richman can immediately upgrade both your culture and productivity within just a few hours. Robert has worked with companies such as Intuit, CapitalOne, and Boston Scientific on their agile implementations and has discovered what it takes to align teams.

Select Book Titles

- **2015:** The Culture Blueprint: A Guide to Building the High-Performance Workplace

Select Testimonials

"Thank you so much for speaking at our conference. In 8 years of the "Facilitating Leadership in Excellence" event, you were the BEST! I will be getting your information and I will work on making a cultural paradigm shift with our dealership teams! Your energy and passion stirred up revival! BRAVO!!!"

– Cheryl Bauman – General Motors, Facilitator in Standards for Excellent

"After Robert Richman delivered his keynote speech to our manager's strategy session we realized it was really BEYOND great and more like WOW!... Robert not only shared the Zappos culture, but also deeper insights about how culture and service work together. Our team was highly engaged and we had to cut people off because there were so many questions. While Toyota already has an excellent culture and award-winning service, Robert's inspiration gave us ideas to take it to the next level."

– Clay Cosse – Manager, Toyota

"When we booked Robert, we knew that his content and delivery would be impressive. Little did we know he was going to revolutionize the way each one of us perceives and engages in our own company culture. From Executive Management to employees at every level within our HQ office, we have seen extremely positive, radical changes in tactics, across-the-board attitude, willingness to engage in the co-creation of strategies and solutions, and the way we conduct day-to-day business."

– Ivan Meisner CEO, Business Networking International (BNI)

"What a fantastic experience it was learning about Zappos culture from Robert Richman. He gave tremendous insight into what makes their culture work and also gave practical applications of how we could be even more effective at Whole Foods Market. And our culture is very deep already! His examples of service and how to make immediate impact on the team were awesome... I can't recommend Robert enough!"

– Richard Findlay – Vice President

