

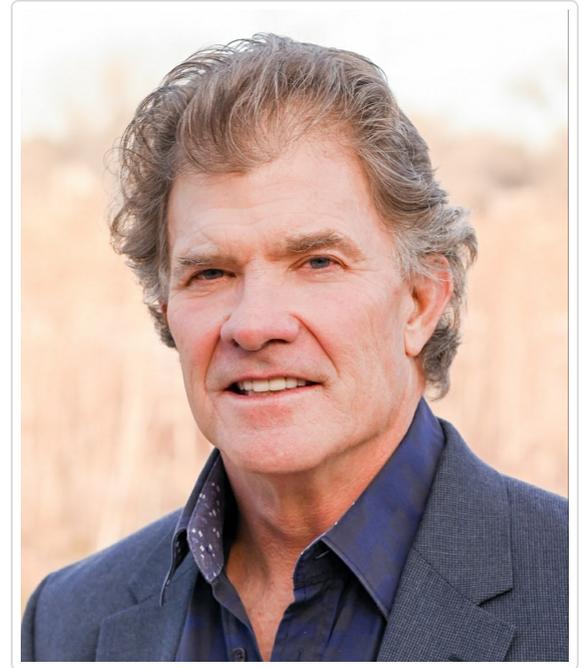
Eric Chester

The go-to expert on finding, engaging & keeping great employees.

Please contact a GDA agent for information.

Topics

- Corporate Culture & Governance
- Customer Relations
- Diversity and Inclusion
- Employee Engagement
- Ethics / Values
- Generational Issues
- Human Resources / Workforce Issues
- Leadership
- Teamwork / Teambuilding
- Thought Leader



About Eric Chester

Eric Chester is an acclaimed in-the-trenches workforce researcher and thought leader who's been studying, analyzing, speaking and writing about attracting, managing, motivating and retaining top talent since 2001.

He is frequently mentioned or quoted in the national and international media such as Good Morning America, ABC 20/20, Fox News, NPR, and CNBC and in publications like Forbes, USA Today, and the Huffington Post.

He is a bestselling author of 5 published leadership books, several of which have become national bestsellers. Eric Chester has delivered more than 3000 paid keynote speeches on three continents. He is a Certified Speaking Professional and was inducted into the National Speakers Association's acclaimed Hall of Fame in 2004.

Eric lives in Golden, CO with his wife and family.

Eric's Published Books:

Employing Generation Why: *Understanding, Managing, and Motivating Your New Workforce* (2001 TuckerHouse Press)

Getting Them to Give a Damn: *Getting Your Front Line to Care About Your Bottom Line* (Kaplan, 2005) **Reviving Work Ethic:** *A Leader's Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce* (Greenleaf, 2012)

On Fire at Work: *How Great Companies Ignite Passion in Their People without Burning Them Out* (SoundWisdom 2015)

Fully Staffed: *The Definitive Guide To Finding and Keeping Great Employees in the Worst Labor Market Ever* (SoundWisdom 2020)

Eric has keynoted more than 2500 Conferences for national and international companies, including: McDonald's

Verizon

Allstate

NADA

Wells Fargo

7-Eleven

Great Clips

Select Keynotes

- **From Rookie To Superstar: Secrets of Getting Your Front Line to Perform Better, Work Harder, and Stay Longer**

Research proves that most business leaders are not satisfied with the performance, productivity, and the service they are getting from their emerging workforce (a combination of generations, ethnicities, cultural differences, etc.). The problem is not so much a skills gap as it is a values gap, which is apparent when analyzing the core work ethic values a growing number of employees are bringing to the job. This is the

cause—and the effect—of Eric Chester's compelling presentation based on his breakthrough leadership book, *Reviving Work Ethic – A Leader's Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce*. With his hilarious and unconventional style of delivery, Chester will help you build the seven essential work ethic values within your people to ensure their success, and the success and sustainability of your business. The key take-aways from Eric's presentation include:

- ◆ An understanding of work ethic, how it has diminished and eroded over the past 100 years, and why.
- ◆ Identifying the attitudes, beliefs and behaviors today's emerging workforce carry toward employment, careers, and work-life balance.
- ◆ A methodology for how to instill, develop, and reinforce the 7 essential work ethic values that business leaders see as "non-negotiables."
- ◆ Seven proven strategies for increasing productivity and performance while decreasing costly absenteeism and turnover.

● **Fully Staffed: Finding and Keeping Great Employees in the Worst Labor Market Ever**

The biggest threat facing today's business owners and managers is not how they can get new customers and improve sales, but rather how they can find, develop, and keep qualified employees to do the tough, vital work that keeps them in business.

(*Short-order cook. Drywall installer. Call center service rep. Bus driver. HVAC technician. Etc.*) These are the kinds of jobs you rely on to keep the wheels of your business moving. They're also the kinds of jobs where employee turnover is pandemic. The (name of client/industry/etc.) needs to find and retain competent workers, but those workers are hard to find—hard to train—and even harder to keep.

In this high-stakes hiring environment, employee engagement expert **Eric Chester** has gone behind the curtain to interview thousands of owners, managers, and leaders of small companies and franchises in order to uncover the best practices for attracting, developing—and yes, even retaining—amazing employees at all levels, often for jobs that aren't considered sexy by today's standards.

Discover how savvy employers have made bold moves, implemented guerrilla-recruiting tactics, and transformed the way the hiring and retention game is played. Eric's presentation will delight, surprise, and get you thinking—and the strategies and methodologies he illustrates will inspire you to change the way you recruit, hire, and lead your employees so you, too, can proudly say you're **FULLY STAFFED**.

Take-Aways: Among the tremendous information that will be shared with participants are these topics:

- ◆ Why good employees are so much harder to find.
- ◆ Why you must stop fishing...and start hunting.
- ◆ How to be the best place to work in your community.
- ◆ How to create, develop, and reinforce the "7 pillars of an *On Fire* workplace culture" i.e., Compensation, Alignment, Atmosphere, Growth, Acknowledgment, Autonomy, and Communication to improve productivity and ignite performance.
- ◆ How to get your top-performing employees recruiting for you.
- ◆ How to recruit from high schools, colleges, trade schools, ex-military, retirees, etc.
- ◆ How to stabilize application flow even when compensation is less than what is offered elsewhere.
- ◆ How to determine 'better fits' to ensure those workers that are hired are safe bets for long-term employment.
- ◆ How to incorporate onboarding tactics guaranteed to slash costly turnover.

● **How To Attract/Commit Young Workers to "Non-Sexy" Jobs**

Eric's inspiring program for leaders, employers, contractors, etc. in skilled trade industries shows them what it takes to break through to the mindset of the emerging workforce. In this high-energy, dynamic, content-rich presentation, he reveals today's best practices for recruiting, training, managing, and motivating the under-30 demographic to jobs many young people don't consider 'sexy', and how to get them to perform up to their remarkable potential.

Throughout his program he integrates best practice examples that have been successful in increasing interest, building application flow, and developing an enigmatic generation of workers from the inside out.

Take-Aways: Participants will discover the secrets and proven strategies that renowned companies and legendary leaders are using to:

- ◆ consistently attract top talent with minimal recruiting.
- ◆ on board new employees to make a lasting impression and cement their commitment from day one.
- ◆ create, develop, and reinforce the "7 pillars of an *On Fire* workplace culture" i.e., Compensation, Alignment, Atmosphere, Growth, Acknowledgment, Autonomy, and Communication.
- ◆ eliminate employee burn out, significantly reducing costly turnover.
- ◆ remain relevant with the emerging workforce as they develop young talent into future leaders.
- ◆ become the 'employer-of-choice' in their respective industry.

• On Fire At Work: How Great Leaders Ignite Passion in Their People without Burning Them Out

After interviewing highly acclaimed C-level leaders across all industries, Eric Chester has uncovered the practices and principles that *Best Places to Work* award-winning companies and great leaders are using to go beyond merely engaging today's rapidly changing workforce, but to ignite what he terms "On Fire performance." Through a highly entertaining multi-media presentation, audience members discover the best practice ideas, tactics, and strategies these esteemed employers use to consistently attract and retain top talent, encourage innovation and collaborative thinking, and inculcate the desire to out-perform yesterday's best. Based upon the groundbreaking research in his fifth leadership book, *On Fire at Work: How Great Companies Ignite Passion in Their People without Burning Them Out* (Sound Wisdom, Oct. 2015), leaders, managers, and supervisors walk away with actionable ideas for building an invincible *army of entrepreneurs* who take pride and ownership in their work.

Uplifting, inspiring, and content-rich, it's impossible to experience "On Fire" without catching fire and igniting the passion for achieving excellence in those around you.

Take-Aways: Participants will discover the secrets and proven strategies that renowned companies and legendary leaders are using to:

- ◆ consistently attract top talent with minimal recruiting.
 - ◆ on board new employees to make a lasting impression and cement their commitment from day one.
 - ◆ eliminate employee burn out, significantly reducing costly turnover.
 - ◆ remain relevant with the emerging workforce as they develop young talent into future leaders.
 - ◆ become the 'employer-of-choice' in their respective industry.
 - ◆ create a pipeline of talent by establishing 4 essential relationship connections in each community served.
 - ◆ inspire friendly, smiling, knowledgeable service to every customer in every interaction.
 - ◆ stabilize application flow even when compensation is less than what is offered elsewhere.
 - ◆ determine 'better fits' to ensure those team members that are hired are safe bets for long-term employment.
 - ◆ create, develop, and reinforce the "7 pillars of an On Fire workplace culture", i.e. Compensation, Alignment, Atmosphere, Growth, Acknowledgment, Autonomy, and Communication to improve productivity, ignite performance, and reduce employee turnover, i.e. 'churn'.
- ## • Reviving Work Ethic: A Leader's Guide to Ending Entitlement & Restoring Pride in the Emerging Workforce

The Golden Rule instructs us to treat others the way we want to be treated. But what if the other person doesn't want the same things we do? What if treating others the way we want to be treated only creates friction between us?

In a perfect world, business leaders would employ a workforce that's engaged, enthused, and ethically unassailable. The reality, of course, is that the new emerging workforce is streetwise and techno-savvy, but they've not been taught how to succeed in the workplace, at home, or at school.

Eric Chester is the leading authority on developing work ethic in young adults and leading Gen Y employees to achieve at their remarkable potential. His presentation will illustrate why the work ethic in America has declined, and he'll provide solid, actionable ideas and tools for developing the young worker and restoring the pride of a job well done, instilling within them the work ethic they should have received at home and in school – but didn't.

Some of the key topics areas covered and learning objectives include:

- ◆ Discover the 7 Indisputable Core Values that every employer demands from every worker, and why they are getting harder to find but are essential to develop.
- ◆ Find out how to promote a workplace culture rooted in reliability, professionalism, integrity, and respect.
- ◆ Learn how to be an 'up and over' leader, moving employees from "Idle," "Lucky," and "Cheating" behaviors into the "Valued" Quadrant.
- ◆ Improve customer service in your business to break free from a "vending machine mentality" by learning how to instill an attitude of gratitude across your front line.

Select Book Titles

- **2020:** Fully Staffed: The Definitive Guide to Finding and Keeping Great Employees in the Worst Labor Market Ever
- **2015:** On Fire at Work: How Great Companies Ignite Passion in Their People Without Burning Them Out
- **2012:** Reviving Work Ethic: A Leader's Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce

Select Testimonials

"Fantastic job, Eric! You totally WOW'ed our 700 franchise partners!"

– *Don Fox, CEO, Firehouse Subs*

“No one knows the emerging workforce better than Eric Chester. He offers advice that is both practical and solid.”

– *Joe DePinto, President & CEO, 7-Eleven*

“Your keynote presentation was tailor-made for our dealers. Absolutely outstanding.”

– *Matt Lavatich, President, Harley-Davidson Motor Company*

“The ability to understand our franchise system, to connect with our salon managers plus relate to their role in delivering outstanding customer service, and to package it all into an engaging presentation defines Eric Chester.”

– *Steve Hockett, President, Great Clips, Inc.*

“Eric hit it out of the park at our convention....best keynote we have ever had at Gold's Gym! Our franchisees were blown away with his passion and message...”

– *SVP/Franchise Operations, Gold's Gym*