

# Jason Barger

**Author of "Thermostat Cultures" and named Top 200 Global Thought Leader**

Please contact a GDA agent for information.

## Topics

- Change Management / Organizational Change
- Corporate Culture & Governance
- Emotional Intelligence
- Employee Engagement
- Leadership
- Motivation

## About Jason Barger

Jason Barger is committed to engaging the minds and hearts of people in order to strengthen leadership, culture, and clarity of mission, vision & values.

He is a globally celebrated Author / Speaker / Consultant and creator of the Step Back from the Baggage Claim Movement - featured in the New York Times, National Geographic Traveler, Kiplinger, Book TV, and many other spots worldwide. His dynamic storytelling and engaging keynote speeches have resonated at global leadership conferences around the world as well as with places like IBM, Kaiser Permanente, Discover Card, Alliance Data, TEDx, the Society for Human Resource Management, Nationwide Insurance, Caribou Coffee, Deloitte, Wendy's and many more.

Prior to sleeping in airports and observing human behavior, Barger led over 1700 people to construct 125 houses internationally for families living in poverty as well as implemented the Streets Mission Project to serve the homeless on the streets of Columbus, Ohio. As the former Director of First Community Church's Camp Akita, he designed leadership programming focused on living with joy, love, compassion, faith, and service for over 1900 campers a summer.

Jason is a graduate of Denison University, where he served as Captain of the men's basketball team, and also received certification from Georgetown University in Nonprofit Executive Management. In 2004, he was one of five people in Columbus, Ohio to receive a Jefferson Award, a national award given to "Ordinary People Doing Extraordinary Things". In 2014, he was selected as a "40 Under 40" award winner by Business First. In 2021, Jason was recognized as a "Top 200 Global Thought Leader to follow" by PeopleHum.

Jason is a sought-after Keynote Speaker, visionary, and leadership consultant. As founder of Step Back Leadership Consulting LLC, he works with organizations that are passionate about Culture Change, Leadership Development, Innovation, Service, and bringing their Mission to life every day.

Barger delivers over 70 speeches annually around the world and is passionate about positive change in people, leaders, organizations, and our world!

**ABOUT HIS BOOKS:** Jason's latest book "Breathing Oxygen: how positive leadership gives life to winning cultures" was released in 2022 and quickly reached #1 on Amazon in the category of Organizational Learning and Culture. His 2016 book "Thermostat Cultures" has been a bestseller! His book "ReMember: renewing our memberships, relationships and focus in a distracting world" sold out within days on Amazon. Other editions of Step Back from the Baggage Claim include the Business Leader Edition with Howard Behar, former President of Starbucks Coffee. The Healthcare Leader Edition with Dr. Chip Souba, Dean of the Dartmouth Medical School. And with Christian Long, Global Educational Consultant, the Education Edition. Join the Movement.

Follow on social media @JasonVBarger or check out his podcast ,The Thermostat with Jason Barger!

## Select Keynotes

- **Thermostat Cultures: how the best proactively shape the culture they desire**

This keynote experience is based on the globally celebrated book "Thermostat Cultures" and speaks to the power of creating compelling cultures within our teams and organizations.

The best leaders and groups of any kind engage the minds and hearts of their people and proactively shape the culture for HOW they move,



together. *Thermostat Cultures* is about the proactive process the best leaders and teams lead in order to inspire and engage the people around them. What temperature will you set with the people in your life and career? This engaging session showcases the process iconic brands and teams use to intentionally shape the culture they want for tomorrow!

A thermometer is stuck in reactionary mode. A thermostat is proactive and sets the temperature. The best teams follow the 6A process for leading change to set a compelling temperature on their team. We know that success is not just defined by WHAT we do, but more importantly, HOW we do it. How each of our people show up, lead, serve, and follow through on the work every day. Is your team setting the temperature for how you want to Think, Act and Interact? This inspiring experience draws on stories of how global brands have engaged the minds and hearts of their people, and in doing so, have created ambassadors for the very best of the culture they are trying to create. This interactive keynote will deliver inspiring stories, new ideas, and actionable items that leaders can leverage to immediately begin strengthening their culture and accountability.

Learning Outcomes:

- \* Defining "Culture" and the Temperature You Set
- \* Examples of how to proactively shape the culture you desire
- \* The 6A Process for Leading Change
- \* Changing from Reactive to a Proactive Mindset

#### • **The Future Of Leadership: the power shift from top down to participatory**

Welcome to the future and the participatory world of leadership. Power has shifted and it no longer sits in the top down style of leadership. Hierarchy has been put on the shelf and tribes of influence are being deployed. The future of leadership and the effectiveness of teams and organizations lie in the hands of those who engage the minds and hearts of their people with a participatory style—connected to a compelling mission and movement. From global brands to one office shops, this leadership revolution is here to stay. In this session you will learn about the profound leadership styles influencing people in the world today and strategies to bring your people into the creation of your culture.

This keynote is about naming what compelling leadership looks like in today's world and will introduce actionable content to elevate your leaders, employees and even customers. It's no secret that we live in a fast-changing, global world. The generational shift is happening even as we speak. We're adjusting to differing economic climates and styles of communication are evolving as rapidly as ever. The path ahead requires specific skills that haven't always been developed. 7 key attributes of 21st Century Leadership are needed in order to thrive in the future. Are you a Servant Leader, Storyteller, Collaborator, Innovator, Daredevil, Adaptable, Global Citizen? The very best leaders, teams, and organizations infuse 21st Century Leadership throughout their DNA. This interactive keynote will provide inspiring examples of leadership and leave participants motivated and prepared to elevate their own leadership practice.

Learning Outcomes:

- \* Intro to the 7 Key Attributes of 21st Century Leadership
- \* Reclaiming the hijacked term of "Leadership" by defining authentic leadership
- \* Communication tools to lead in a participatory world

#### • **Breathing Oxygen Into Leaders and Cultures**

There are some people that breathe oxygen into a room and others who take the oxygen from the room. In a world of disruptions, division, and disconnections, the most effective leaders breathe good oxygen into their own mindset in order to breathe oxygen into their team members. They inhale 6 positive mindsets that give life to themselves and others and exhale toxic air of negativity, blame, and gossip. The air we breathe is everything! Based on Jason's new book *Breathing Oxygen: How Positive Leadership Gives Life to Winning Cultures* (2022).

Learning Outcomes:

- \* Identifying the Toxic Air Around You and Your Team
- \* Defining the 6 Mindsets that Deliver Good Air (Clarity, Inclusivity, Agility, Grit, Rest, and Ownership)
- \* Tools to Give Life to Your Culture

#### • **CHANGE-LOGY: navigating through times of change to move from "busyness" to "effectiveness"**

Technology and the world as a whole are changing rapidly every day. You must have a philosophy for how you and your team will approach the change. What was here to stay yesterday is already gone today. In times of constant change, leaders must have a mindset that visions for the future, but embraces agile thinking in their plans. They preserve the core and stimulate progress at the same time. The best leaders, teams and organizations teach their people to utilize the 6 A process for leading change in order to effectively navigate their way through times of change. This session gives a thought-provoking look at the change we all are experiencing and equips you with a framework to move forward.

This Jason Barger keynote is all about what gets our focus on a day to day and moment to moment basis. Inspired by his globally celebrated book "ReMember," this keynote is thought-provoking and illuminating on what we give our focus to each day. We have never lived in more distracted, cluttered and "busy" times. Studies reveal that the modern worker today shifts their focus and attention between 300-500 times in an average day. What separates the good leaders from the great leaders, the good teams from the great teams, the good businesses from the great businesses, is the ability to give their eyes, hearts, and focus to their highest priorities. It has never been more important to Remember the purpose of our mission and then proactively ReMember—renew and recommit to the people, projects and passions that create positive impact. This interactive keynote will paint a colorful image of the frenzy culture of today and provide the roadmap for coming alive as leaders with focus and passion. Are you busy or effective? Perhaps you need to be reminded that where you look is where you go!

Learning Outcomes:

- \* Identifying Busyness vs. Effectiveness
- \* How clarity of priorities impacts daily performance
- \* The process to ReMember that leads individual and organizational change

- **Seeing With New Eyes: how the most innovative people think and move in today's world**

What does Sky Mall magazine, Heinz 57 Ketchup, the Pop-a-Shot arcade game, a British grocery store chain, and Pike's Place Fish Market all have in common? Why was Dunkin' Donuts able to expand their growth globally while Winchell's Donuts growth inched along? How do innovative thinkers think and how is it impacting our world in the age of Amazon, Airbnb, Netflix and Uber? In a world that is changing so rapidly, the best leaders, teams and organizations must learn to practice innovation in small ways in their operations, keep their eyes open for big moves, and agile enough to keep their mission alive. In this fascinating session, participants minds will be flung open and at the same time delivered tangible questions to lead the next innovations along their path.

This keynote is a fun and thought-provoking look at creativity and innovation. It offers compelling examples of how disrupting the status quo leads to small improvements that have huge impact on a brand, business, and approach. One of the biggest challenges all leaders, teams, and organizations face is being able to see their work with new eyes. In the fast-paced, do more with less, "create on demand" world we live in today, it sometimes seems easiest to do things the same way we did them yesterday. In reality, when we cling too tightly to the status quo, we squelch new ideas, possibilities, and solutions. Seeing with new eyes is a practice that infuses participants with creativity and empowers them to dwell in possibility. This interactive keynote challenges people to think differently and discover how new ways of thinking can propel their work forward. Thinking creatively is a skill meant to be practiced. This experience will not only deliver laughs and memorable stories, but tangible resources for every leader to take with them on their creative journey.

Learning Outcomes:

- \* Examples of disruption that have changed "the way we've always done it"
- \* Questions of innovation that lead to individual and organizational breakthroughs
- \* How the 6A Process for Leading Change stimulates progress

- **Delighting Every Customer: the epic experience brands create to win**

If you think we live in a transactional world, you're wrong. Welcome to the experience economy. Our lives and daily existence is created by a string of experiences that we participate in. Is the experience you are creating for others EPIC?

The idea is not just to attract a customer, but to delight a loyal follower and co-creator in your experience. The best brands in the world delight their customers from the moment they step foot on their property and woo them with delight through the five senses and authentic engagement.

How does Chipotle, Starbucks, Fantasy Football and Waze invite you into participating in the creation of your own experience?

How does Wendy's, Southwest Airlines, AirBnb, and Pike's Place Fish Market differentiate their experience through delight?

Delighting your customers begins with a mindset and follows through with intentional action. How will you and your team delight today?

Learning Outcomes:

- \* Examples from global brands about specific adjustments they made to shift the mindset and behavior of their employees.
- \* 3 key elements to creating an epic experience that delights.
- \* Motivation for turning your transactional interactions into transformational experiences.

- **Step Back From The Baggage Claim: making a difference with purpose & passion**

This Jason Barger keynote is highly engaging and is based on the globally celebrated book "Step Back from the Baggage Claim" and the power

of the individual to positively impact their environment even in the midst of rapid change. Every individual, team, and organization needs to Step Back from the Baggage Claim once in awhile to revisit where they're traveling and why. In the fast-paced global world we live in today, it is easy to find ourselves rushing from task to task, project to project, and meeting to meeting. In our haste to identify what we're trying to accomplish, we often lose sight of our mission and vision, and disrupt our organizational culture along the way. Stepping Back from the Baggage Claim is about gaining new perspective as individual leaders and powerful teams. When we take the time to Step Back, we are able to move forward with excellence and lead through times of change. This interactive keynote will leave participants laughing, reflecting, and more passionate about the purpose of their work.

Learning Outcomes:

- \* An inspiring return to your Mission & Purpose
- \* Stepping Back to see new perspectives and opportunities
- \* Examples of how small actions create positive change in leaders and teams

### Select Book Titles

- **2022:** Breathing Oxygen: How Positive Leadership Gives Life to Winning Cultures
- **2016:** Thermostat Cultures
- **2013:** ReMember: renewing our memberships, relationships, and focus in a distracting world
- **2011:** Step Back from the Baggage Claim (Education Edition)
- **2010:** Step Back from the Baggage Claim (Healthcare Leader Edition)
- **2010:** Step Back from the Baggage Claim (Business Leader Edition)
- **2008:** Step Back from the Baggage Claim: Change the World, Start at the Airport

### Select Testimonials

Jason came to Quito, Ecuador to give a speech to some of the most influential business owners of the city. His presentation skills, his way of engaging the audience, and his sense of humor make Jason a great speaker whom I would love to see again in any venue anywhere in the world!

— *Alfredo Angel, Entrepreneurs' Organization*

We were fortunate to have Jason participate in our Top GM Conference and our Franchise Owner Summit as our keynote speaker. His messages around creating "Thermostat Cultures" were perfect and really resonated with our audiences, both GMs and senior leadership. Throughout the conference, our GMs referenced messages Jason shared and their feedback pointed to Jason's keynote as one of the highlights of our conference. Jason helped elevate our conference and we look forward to partnering on future events!

— *Coley O'Brien, Chief People Officer, Wendy's*

Jason is an energetic communicator who was able to effectively connect his messages to our organization's goals and values. He provided us with many helpful tools we will be able to utilize moving forward. Our team had nothing but great things to say about Jason's presentations. His energy was contagious, and our team left his presentations refreshed and rejuvenated. His passion to promote leadership was truly inspiring and energizing.

— *Dr. Richard Kirschner, Nationwide Children's Hospital*

"Culture is not a side priority on high-performing teams. It is EVERYTHING. Jason Barger is right on in his approach to people, alignment and values. His spirit and work is infectious and highly valuable. Thermostat Cultures is a must read."

— *Howard Behar, former President, Starbucks Coffee*

Jason is great! He's got the personality and professionalism to make executive meetings move toward a winning goal and the strategic aptitude to make sure those goals are achievable, executable and on-target to improve business. His knowledge of how a brand works is invaluable and, above all, he's just a great person to have assist the team. We would hire him again in a minute!

— *Lee Peterson, WD Partners*

We were seeking a 'pay it forward' 'you win with people' approach for our Association's Leadership Retreat. Not only did Jason's speech and breakouts fit the bill perfectly, he helped transition 60 people into a cohesive leadership team.

— *Marque Bressler, Columbus Realtors Association*

Jason's speech for CASTO was very thoughtful and extremely well received. He tailored his thoughts specifically for our team and truly kept the entire audience engaged!

— *Sarah Benson Hatcher, CASTO Realty*

"There is a common desire to be part of something larger than ourselves. In a team setting, culture is the glue that brings together like minded individuals, for better or worse. Perennial losing cultures have indifference to communication, accountability, and grit. Strong winning cultures promote these values as the lifeblood of their journey. Jason Barger's proactive spirit and message is foundational."

— *Shane Battier, 2-Time NBA Champion*

Jason is a Game Changer. He is a fantastic keynote speaker, facilitator, and business partner for organizational development. He keeps all engaged!

— *Shelly Marks, Alliance Data*

Jason received a 4.4 out of 5 combined score for his speaker rating at our National Conference in Las Vegas. This score was well above our average and placed him in the "Excellent to Very Good" range!

— *SHRM15 Evaluation Scores*

Jason is an incredibly engaging and dynamic individual who provides keen insights into some of the myopia that often surrounds strategic planning, business decision-making, and organizational effectiveness. He delivers powerful messages through real world storytelling. His speech and breakout session for our global HR leaders was excellent!

— *Steven Kase, Stanley Black & Decker*

Jason came to speak at our Rocky Mountain Business Travel Association meeting. From the moment of my first contact with Jason and his staff, I was impressed with the professionalism and responsiveness of all members of his team. Jason was personally involved every step of the way to make sure the presentation was relevant to the group and that he was focusing on areas and topics that would be interesting to the audience. His presentation was excellent – motivating and thoughtful, relevant to both your professional and personal life. He captured the attention of the audience from the very beginning and kept everyone engaged throughout his talk. Jason provides a refreshing perspective on the travel industry and the world, and gives the audience meaningful points to take away and begin using immediately. The two books that Jason has written that I have read are both chocked full of useful, well thought out and insightful information. I highly recommend utilizing Jason for any event where you want to provide something new, different and an unforgettable experience for your audience.

— *Valerie VanDyke, Rocky Mountain Business Travel Association*