



Adrian Gostick

AUTHOR · FUTURIST

Most organisations accept that culture drives performance, yet treat it as a change programme rather than a daily management discipline. The gap between a stated set of values and the actual behaviour of individual managers is where engagement collapses – and where talent quietly decides to leave. Leaders need more than intent: they need specific, practised behaviours that embed recognition, accountability, and trust into how work gets done every day.

Adrian Gostick helps executive teams convert cultural intent into measurable leadership behaviour, drawing on large-scale workforce research and New York Times bestselling books published through The Culture Works.

Adrian Gostick's 2026 Biography

Why organisations work with Adrian Gostick

- His frameworks are grounded in studies of 300,000 and 850,000 workers – giving organisations credible research evidence, not opinion, when making the internal case for culture investment.
- *The Carrot Principle* established employee recognition as a direct performance lever, not a morale initiative – a distinction that changes where CHROs and line managers direct their attention.
- *Anxiety at Work* reframes workplace stress as a leadership responsibility rather than an individual failing, making it directly actionable for senior leaders managing high-pressure, post-disruption teams.
- Named to both Thinkers50's Coaches50 and Marshall Goldsmith's MG100 Coaches project – a dual validation from the two most credible bodies in management thinking and executive coaching.
- The Culture Works extends his frameworks into ongoing consulting and training, enabling organisations to embed behaviour change beyond the event itself.

Biography highlights

- Founder of The Culture Works, a global leadership and culture consultancy
- New York Times #1 bestselling co-author: *All In*, *The Carrot Principle*, *Leading with Gratitude*, *Anxiety at Work* – 1.5 million+ copies sold in 30 languages
- Thinkers50 Coaches50 (2025); Global Gurus top-10 in both leadership and organisational culture (2020)
- Member of Marshall Goldsmith's MG100 Coaches Pay-it-forward Project

AVAILABLE FOR

- Coaching
- Masterclass
- Moderating and Emcee
- Organisational Development Programme
- Panel Participation
- Speaking
- Training and Workshops

ADRIAN'S SPEAKING THEMES

- Corporate Culture
- Culture Transformation
- Employee Engagement
- Leadership
- Resilience & Stress Management

LANGUAGES: English

- Forbes leadership columnist; featured on NBC Today Show, CNN, and CNBC; cited in *The Economist*, *Wall Street Journal*, *Newsweek*, and *Fortune*
- Client organisations include American Express, Cisco, Danaher, Merck, Bank of America, and Rolls-Royce

Biography

Culture change has become one of the most common items on the executive agenda – and one of the most difficult to execute. Adrian Gostick has spent two decades investigating the reason: not that leaders undervalue culture, but that most lack the specific daily behaviours that make it real. Through The Culture Works, he has built that investigation into a body of research that reaches from recognition science to team performance to workplace anxiety.

His books provide the empirical foundation. *All In* drew on a 300,000-person study conducted with Towers Watson, identifying the management practices that create what he calls a “culture of belief” – environments where employees commit fully and performance follows. *The Best Team Wins* extended that research to 850,000 work teams, isolating the leadership disciplines that determine whether collaboration produces results or friction. *The Carrot Principle* made the business case for recognition as a measurable driver of engagement and retention. *Anxiety at Work* reframed stress as a leadership issue, not an individual one.

Gostick writes regularly on leadership strategy for Forbes and has been featured on NBC’s Today Show, CNN, and CNBC. His research has been cited in *The Economist*, *Wall Street Journal*, *Newsweek*, and *Fortune*. In 2025 he was named to Thinkers50’s inaugural Coaches50 list; he is also a member of Marshall Goldsmith’s MG100 Coaches project.

His consulting and advisory work spans American Express, Cisco, Danaher, Merck, Bank of America, and Rolls-Royce – organisations that have used his frameworks to move culture from aspiration to operational discipline. The Culture Works model means that engagement with his ideas does not have to end when the keynote does.

Key speaking topics

- Organisational culture and culture change
- Employee engagement and recognition
- High-performance teams
- Leadership behaviour and accountability
- Workplace anxiety and psychological safety
- Gratitude and motivation in leadership
- Resilience under pressure

Ideal for

- CHROs and People leaders designing engagement and culture strategy
- CEOs and executive teams seeking to align culture with business performance
- Leadership development programme directors and transformation leads
- Organisations undergoing post-merger integration, rapid growth, or cultural reset

Audience outcomes

- A research-grounded case for treating recognition as a performance lever, not a perks programme
- Specific leadership behaviours that close the gap between stated organisational values and daily management practice
- Practical frameworks for reducing workplace anxiety and building team resilience without retreating from accountability
- Insight into how high-performing organisations use psychological safety and clear expectations together
- Tools for translating culture strategy into measurable changes in engagement and team output

Adrian Gostick's 2026 talks & topics

Building Resilience and Psychological Safety: Increase Productivity and Reduce Burnout in Today's High-Pressure Workplaces

Explores how leaders can reduce workplace anxiety, build resilience, and create psychological safety so teams can perform effectively in high-pressure environments.

Key takeaways:

- How to identify signs of burnout and anxiety in teams before they affect productivity
- Practical strategies to create psychological safety so employees feel able to speak up, collaborate, and manage uncertainty
- Tools leaders can use to help teams manage workload, overcome perfectionism, and stay focused without burning out

Leading Through Uncertainty: Empowering Leaders to Drive Performance in Changing Times

Shows leaders how to guide teams through uncertainty by setting clear objectives, reinforcing the right behaviours, and maintaining accountability in changing business environments.

Key takeaways:

- How high-performance organisations navigate change while keeping teams focused on key objectives
- Approaches for creating clarity of purpose and aligning teams to shared goals
- Strategies to build resilience and empathy so people remain motivated and productive during periods of disruption

Transform Your Culture and Drive Business Growth

Examines how culture change, engagement, and workplace dynamics influence organisational performance, drawing on large-scale research and practical examples from high-performing organisations.

Key takeaways:

- The three characteristics that drive highly productive and profitable teams
 - Strategies to increase engagement and build a culture of commitment across the workforce
 - Approaches to evolving organisational culture so diverse ideas flourish and teams collaborate effectively
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Teams That Break Down Silos: How Collaborative Leadership Drives Innovation and Performance

Focuses on how leaders can strengthen collaboration and accountability to build high-performing teams that work across organisational boundaries.

Key takeaways:

- How to build cross-functional teams that collaborate effectively and reduce time to productivity
 - Ways to strengthen communication and accountability across teams and departments
 - Practical strategies for encouraging constructive debate that leads to stronger ideas and innovation
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All In: How the Best Leaders Create a Culture of Belief and Drive Big Results

Explores how leaders create vibrant, productive cultures where employees believe their work matters and feel empowered to contribute to organisational success.

Key takeaways:

- How high-performing organisations engage, enable, and energise their people
 - Leadership practices that create cultures where employees believe they can make a difference
 - Practical examples of leaders implementing these methods to build productive and committed teams
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The Best Team Wins: Five Disciplines of the Most Effective Team Leaders

Based on large-scale research into work teams, this talk explores the science of teamwork and how leaders can guide teams to stronger performance in collaborative environments.

Key takeaways:

- Insights from research into the behaviours of highly profitable and innovative teams
 - Leadership disciplines that improve teamwork and team performance
 - Practical guidance on leading teams effectively in complex and volatile business environments
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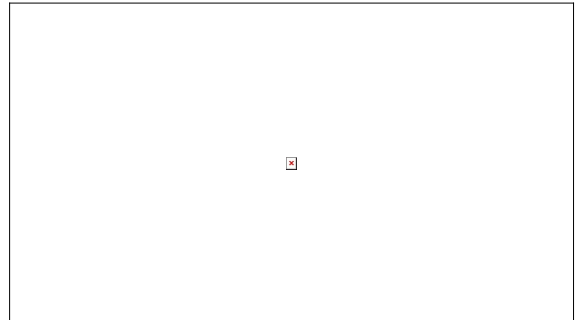
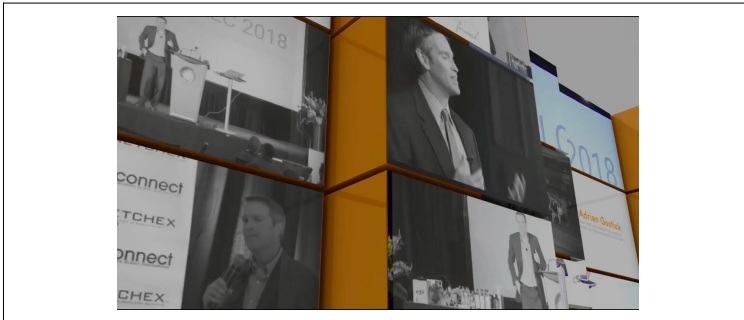
What Motivates Me: Put Your Passions to Work

Examines how understanding individual and team motivation can strengthen engagement, development, and performance.

Key takeaways:

- How to identify what motivates individuals and teams using motivational assessment insights
- The concept of Job Sculpting and how it helps leaders address barriers to engagement
- How aspirational career conversations can improve productivity and retention

Adrian Gostick's Videos



What Adrian Gostick's clients say

What an extremely engaging and motivating talk for our team and clients in Hong Kong! Most importantly, the content was tailored perfectly to ensure it was relevant to our fastpaced and forever-changing needs.

Sally Williams

Executive Director, Morgan Stanley

A total success!!!! The best speaker we've ever had!

Ney Díaz

President, Intras

I want to thank you, again, for your impactful and energizing presentations. We were all extremely impressed with your ability to weave your work with our organizational challenges, as well as connect your talk to the Executive's opening remarks Absolutely flawless!

Jane W. Pettit, MS

Leadership Development Manager, Michigan Medicine

Adrian can accelerate any company culture, no matter how large or small. He provides tangible, relevant, and practical insight on not only creating and maintaining healthy employee engagement, but more importantly helping your leaders buy into the power of appreciation.

Travis Doster

Sr Director of Communications, Texas Roadhouse

Thank you, Adrian, for joining us at our executive dialogue. I don't think I have ever seen a leadership or engagement presentation as clear and compelling as yours. Your presentation will go a very long way in helping us build a more aligned and engaged team of teams!

Kevin Mangum

Vice President, Lockheed Martin

A convincing veteran business author.

Newsweek

His research is admirable and startling.

Wall Street Journal

Adrian's messages were right on and resonated beautifully with all. His wonderful delivery of insightful leadership lessons with great humor captured the minds and hearts of all. As one participant said, 'Adrian spoke for an hour and if he went for two hours, we'd still be with him.'

Tom Joyce

CEO, DanaHER

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

Absolutely perfect and aligned to what we want—a high performance culture. Feedback from all attendees has been excellent! He left us all with practical tools to improve our leadership and company.

Sheila Rider

SVP, Human Resources, Hudson's Bay Company

An impactful, energizing presentation. Our surgeons were all extremely impressed with Adrian's ability to weave his work with our organizational challenges and provide practical solutions. Absolutely flawless!

Christopher Sonnenday

Surgical Director of Transplantation, Michigan Medicine

His work on leadership abounds with remarkable evidence.

The Economist

Adrian gave a terrific presentation on employee engagement at our leadership meeting. He stimulated a lot of energised discussion, and everyone enjoyed his talk very much. I especially appreciated that he went the extra mile to understand our particular issues and focal points and work them seamlessly into his presentation.

Kathryn Cassidy

Corporate SVP & Treasurer, General Electric

A huge thank you Adrian from the team at MS for attending our event in Hong Kong last month. Extremely engaging and motivating talk. Most importantly, he tailored the content perfectly to ensure it was relevant to the fast paced and forever changing needs of our clients.

Sally Williams Keenan

Executive Director Client Coverage, Prime Brokerage, Morgan Stanley

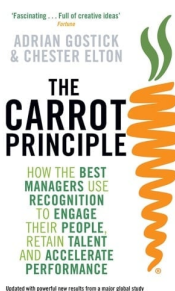
The feedback was outstanding! Adrian made a significant and impactful contribution to our meeting and our journey as a company. Everyone is talking about “being in the wheelbarrow” and being “all-in”. We now have some highly motivated senior leaders.

Mark Beck
CEO, Jeld-Wen

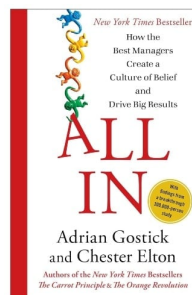
What can I say, Adrian was awesome! He delivered a fantastic message that left our people inspired at our annual GM Conference. We will see him again soon.

GJ Hart
CEO, California Pizza Kitchen

ADRIAN'S LATEST BOOKS



The Carrot Principle: How the Best Managers Use Recognition to Engage Their Employees, Retain Talent, and Drive Performance



All In: How the Best Managers Create a Culture of Belief and Drive Big Results

ARTICLES AND PODCASTS



4 ways to keep employees engaged in the face of a national crisis



Finally, the empirical evidence: what drives happiness at work

Adrian Gostick's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000