



Marcus Buckingham

AUTHOR · FUTURIST

Specialist in improving company performance through the people working there

Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance and pioneering the future of how people work.

Marcus Buckingham's 2026 Biography

Building on nearly two decades of experience as a Senior Researcher at Gallup Organization, he currently guides the vision of ADP Research Institute as Head and Talent Expert. He founded The Marcus Buckingham Company in 2006 with a clear mission: to instigate a “strengths revolution.” It started, as all revolutions do, with the simplest of ideas: that when people spend the majority of each day on the job using their greatest talents and engaged in their favourite tasks, basically doing exactly what they want to do, both they and their organisations will win.

In other words, companies that focus on cultivating employees’ strengths rather than simply improving on people’s weaknesses stand to dramatically increase efficiency and productivity while allowing for maximum personal growth.

In all of his speeches, Marcus demonstrates the correlation between strengths-driven, engaged employees and business fundamentals such as turnover rates, customer satisfaction, profits, and productivity. Challenging entrenched preconceptions about achievement to get to the core of what drives success, Marcus’s strengths-based approach is a win/win scenario that, without exaggeration, will define the future of work.

Marcus Buckingham, Leader of the Strengths Revolution

Once you’ve broken all the rules and launched your career by writing an instant classic management book, what do you do for an encore? If you are Marcus Buckingham, you dedicate yourself to understanding what makes world-class managers excel, bottling it, and sharing it with the world.

Marcus first conquered the bestseller lists in 1999 with *First, Break All the Rules*. While the title may imply an iconoclastic streak, his continuing plea for managers to break with tradition has nothing to do with rebellion; instead, he argues, rules must be broken and discarded because they stifle the originality and uniqueness — the strengths — that can enable all

AVAILABLE FOR

- Consultancy
- Speaking

MARCUS'S SPEAKING THEMES

- Employee Engagement

LANGUAGES: English

of us to achieve our highest performance. The goal is to provide team leaders with the insights and tools they need to turn talent into performance and drive the organisation toward greater success and productivity.

The definitive treatment of strengths in the workplace can be found in his best-selling books: *First, Break All the Rules* (coauthored with Curt Coffman; Simon & Schuster, 1999); *Now, Discover Your Strengths* (coauthored with Donald O. Clifton; The Free Press, 2001); *The One Thing You Need to Know* (The Free Press, 2005); *Go Put Your Strengths To Work* (The Free Press, 2007); *The Truth About You* (Thomas Nelson, 2008) and *Find Your Strongest Life* (Thomas Nelson, 2009).

Building on the success of *StandOut* (2011), *StandOut 2.0* has launched not just a strengths assessment but an entire productivity platform based on a new research methodology to reveal a person's top two "strength Roles"— areas of comparative advantage. *StandOut 2.0* goes beyond description to give people practical innovations that fit their strengths, and give team leaders quick insights on how to get the best from each of their team members.

The goal is to provide team leaders with the insights and tools they need to turn talent into performance.

As an internationally renowned thought leader and business expert, Marcus has been the subject of in-depth profiles in *The New York Times*, *Fortune*, *Fast Company*, *Harvard Business Review*, *USA Today*, and *The Wall Street Journal* and has appeared on numerous television programs, including "Larry King Live," "The Today Show" and "The Oprah Winfrey Show." He is routinely lauded by such corporations as Toyota, Facebook, lululemon, Coca-Cola, Box, Master Foods, Wells Fargo, Microsoft, and Disney as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and sustain long-lasting personal success.

Marcus Buckingham's 2026 talks & topics

LEAD FROM STRENGTHS

What the best team leaders do differently

- Discover the one ritual that all great team leaders have in common.
- Learn the single concept that the best team leaders apply with their teams.
- Identify your particular strengths as a team leader.

ARCHITECT OF A NEW WORLD OF WORK

How to future-proof your organization

- Learn the 3 trends that will redefine the new world of work.

- Examine why all HR talent data is bad data — and learn the secret to producing good data instead.
- Discover the tools you need to build an agile, dynamic workplace that appeals to modern workforce.

HIGH-PERFORMANCE LEADERSHIP

How to build a culture of performance

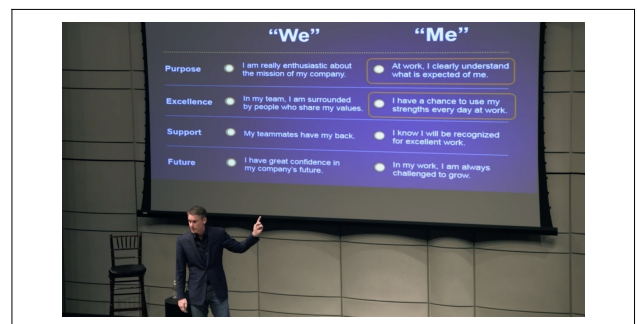
- Learn the one thing that sets great leaders apart.
- Explore the 4 levers that leaders use to create a high-performing culture.
- Get clear about your organization’s core strengths.

FIND YOUR EDGE, WIN AT WORK

How to drive personal performance

- Discover the approach that characterizes the most successful people in the world.
- Pinpoint your competitive advantage.
- Learn how to apply your competitive advantage at work.

Marcus Buckingham's Videos



What Marcus Buckingham's clients say

Marcus is the rare speaker who will draw you in with humor and story leading you to re-evaluate how leadership should be done.

The Global Leadership Summit

Marcus Buckingham spoke who weeks ago and there's still so much positive buzz around the office about his presentation.

Coca-Cola North America

Marcus Buckingham was rated as the best speaker of Nordic Business Forum 2018. Outstanding and memorable performance.

Nordic Business Forum