



## Adrian Gostick

**Bestselling [leadership author](#), organizational [culture expert](#)**

Adrian Gostick is a successful business author and thought leader who helps businesses to retain employees and increase performance. His advice is simple – listen to what your people have to say and praise them for it. This straight forward message has produced remarkable results putting Adrian in the best seller lists and in high demand as a speaker around the world.

## Adrian's biography

### Adrian Gostick's Background

How do today's best leaders accelerate business results? By engaging their employees to execute on strategy, vision, and values. In his challenging, information-packed talks, #1 bestselling leadership author Adrian Gostick provides real solutions to develop robust cultures, increase employee engagement, lead high-performance teams, [managing change](#) and driving innovation.

Gostick is a global workplace expert and thought leader in the fields of [corporate culture](#), leadership, and engagement. His work is supported by research with more than 1 million working adults, revealing the proven secrets why some cultures and teams breakthrough and others don't. He is founder of the training and consulting company The Culture Works and [author](#) of the #1 New York Times, USA Today and Wall Street Journal bestsellers All In, The Carrot Principle and The Best Team Wins. His books have been translated into 30 languages and have sold 1.5 million copies around the world.

As a leadership expert, he has been called "fascinating," by Fortune magazine, "creative and refreshing" by the New York Times and a "must read for modern managers" by CNN. He has been featured on NBC's The Today Show, CBS 60 Minutes, and is often quoted in Fast Company, Newsweek and the Wall Street Journal. Gostick is ranked #3 on the list of the world's top Leadership Gurus and #9 in organizational [culture](#). If you Google the 30 Top Leadership Gurus, he is on the list alongside Jack Welch and Jim Collins. His consulting clients include Cisco, Danaher, Bank of America, Rolls Royce, Michigan Medicine, American Express, HP, California Pizza Kitchen, Stanford Business School, and Mayo Clinic.

## Adrian's talks

- **All In: How the best leaders create a culture of belief and drive big results**

In this interactive and engaging session based on the *New York Times* bestselling business book *All In*—which includes research from more than 300,000 people in high-performance organizations—Adrian teaches leaders how to Engage, Enable and Energize their workforces. His presentation outlines how high-performance organizations deliver extraordinary results by creating a vibrant, productive culture where people believe that what they do matters and that they can make a difference. In this presentation, Adrian will relate stories of leaders in action that vividly depict just how these powerful methods can be implemented.

- **The Best Team Wins: 5 disciplines of the most effective team leaders**

Based on an 850,000-person study of the most profitable, innovative work teams, Adrian Gostick introduces the new science of teamwork.

The vast majority of employees now work collaboratively, but 96 percent of executives cite poor teamwork as the main source of workplace failures. It might be the most-pressing question organizations must address: How can managers better lead teams to improved performance given the volatility and challenges they face today.

- **What Motivates Me: Put your passions to work**

Research shows employees who are the most engaged have work that aligns with what motivates them. Based on 75,000 people who have taken his Motivators Assessment™, Adrian helps leaders understand individual and team motivation. He also introduces the concept of Job Sculpting: Determining what may be holding employees back from being fully engaged. Career development has become the number one reason why people leave an organization. Adrian shows leaders how to have regular aspirational conversations with their team members to enhance development, productivity and loyalty. He will help leaders understand the organizational benefits of enhancing a team's motivational mix to enhance inclusion and [diversity](#) of thought, and will unveil proprietary data on the motivators of various generations, industry and job types.