

CHESTER ELTON

New York Times bestselling author



CULTURE & ENGAGEMENT

Building an All-In Culture, Managing Change & Enhancing Engagement

THE DILEMMA: While most leaders understand their most reliable competitive advantage comes from their people, few know how to get their teams “all in”—convincing employees to buy into the strategy they’ve put forward.

THE RESEARCH: *New York Times* bestselling author Chester Elton presents the findings of an unprecedented 300,000-person study on high-performance cultures. Based on this breakthrough research and his extensive consulting experience with a who’s-who of successful organizations, he presents a simple road-map to create a high-achieving culture where employees are engaged, enabled and energized.

“Chester’s engagements are smart, fun and practical. Smart, because his work is rooted in rock-solid data. Fun, in his humor, unique delivery and inspiring stories. Practical, in that everyone walks away with two or three actionable tools and ideas.”

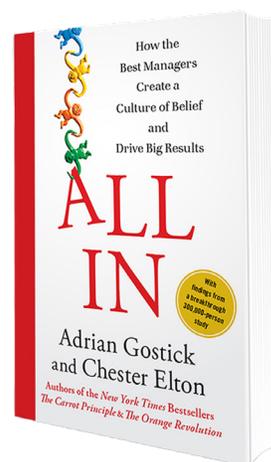
— David Kasiarz, EVP, Global Total Rewards, American Express

THE RESULT: Chester offers managers at all levels specific how-tos for each step, and tells fascinating stories of leaders in action that vividly depict just how these powerful methods can be implemented.

Audiences will learn:

- The 3 research-based characteristics of the world’s most profitable, productive organizational and team cultures;
- The 7 steps today’s most successful leaders use to generate buy-in and enhance engagement;
- How managers at any level can build a workgroup culture where employees commit to the culture and give an extra push of effort.

THE AUDIENCE: Designed for senior leaders and managers (can be tailored to include all employees), Chester Elton has presented on culture and engagement to corporate audiences and conferences worldwide. The session is always customized to an organization’s specific culture challenges based on pre-calls, interviews and research.



**Based on
Chester Elton’s
New York Times
bestselling book
All In**