

More chaos

# ROBERT RICHMAN

Keynote Speaker, Facilitator and Culture Architect



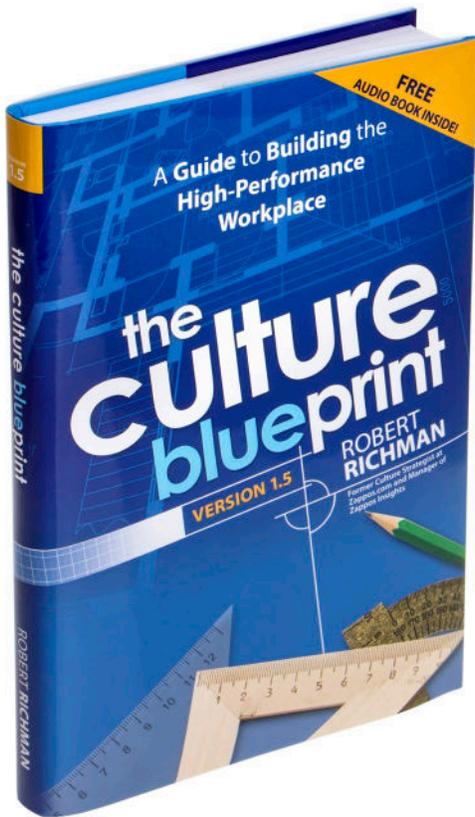
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Robert Richman (former Culture Strategist and Manager for Zappos), has spoken for Google, Toyota, Eli Lilly, Intuit, Pearson, and major conferences such as Gartner’s CIO Forum. Robert is the author of the Culture Blueprint: A Guide To Building the High Performance Workplace. This guide will provide you with a menu of experiences that can transform your company, followed by testimonials such as this:

**“Thank you for presenting one of the most interesting and most actionable initiatives that I have heard at any conference during my career.”**

**KATHLEEN NOSEWORTHY**

Vice President, Information Systems

The Commonwell



# MAINSTAGE OPTIONS

Experiences for the entire company or conference.



## THE KEYNOTE

Robert combines stories, insights, actions and humor to inspire your audience. He speaks about world class culture, how to be a culture hacker (for fast change), and how to develop the high performance organization. This can be done with or without Q&A.



## THE CHAT AND PANEL

More organizations are now using this highly interactive format to replace their keynotes. Robert has a live conversation on stage with one of your leaders, and audience members get to add their questions as well. This relaxed yet highly impactful format lets your people learn fast, with all the fun of watching (and participating in) a great talk show.

## Your people will learn:

- How culture beats strategy and even market dynamics
- What really drives culture
- Why you don't need to be the CEO or even a manager to shift culture
- The number 1 mistake all managers make (it will surprise you)
- How to stay relevant even as everything changes
- The secrets of employee engagement
- What growth and progression are really about

LEVEL 2

# WORKSHOPS

Everything is more engaging when people are free to voice their issues and desires. Groups go from frustrated to free, or from good to *on fire*.



## HIGH ENGAGEMENT AND INSTANT INNOVATION.

Interactive sessions bring a new light to your conference or off—site. Robert has facilitated discussions at Google Headquarters (both US and Europe) and more below. He includes:

- Warm-ups to align the group
- Models and Techniques to build and shift culture
- Group discussion to process new information
- Live coaching and Problem Solving



Robert leading a session at Harvard Business School's Innovation Lab.



Robert leading improv comedy to build a team. (Can you believe they're all bankers?!)

# OPEN SPACE

“Why only talk about culture, when you can give them an *experience* of culture that forever shifts their beliefs?”

An open space event unleashes the best of ideas of your organization or conference. It's a well structured game combining strategy, team building and getting things done - all around issues people care about (and that's what creates engagement).



It begins in a large open space, with a circle of chairs.



A facilitator opens and sets the game.



People choose their own topics to lead and host.



Each host announces their idea then places it in the marketplace.



The marketplace is a wall of sessions with times and places.



They are highly engaged because they choose their sessions.



Sessions are filled with dynamic discussion, ideas and actions.



Even non-managers become leaders and take responsibility.



Insights and actions are put into a full report, by the next day!

# CALENDAR SPACE IS LIMITED

Contact us today to make sure we can secure your date.



“Over the last ten years, I’ve booked nearly 100 speakers for my trade association. I can count on one hand the number of speakers that were as well received as Robert Richman. He’s passionate and articulate about building company culture, and he quickly engaged our crowd. The response to Robert’s presentation was so strong that I’m re-booking him to expand on his initial presentation.”

## **PAUL CHARCHIAN**

President FTSA



“After Robert Richman delivered this keynote speech to our manager’s strategy session we realised it was really BEYOND great and more like WOW!... Robert not only shared Zappos culture, but also deeper insights about how culture and service work together. Our team was highly engaged and we had to cut people off because there were so many questions. While Toyota already has an excellent culture and award-winning service, Robert’s inspiration gave us idea to take it to the next level”

## **CLAY COSSE**

Manager, Toyota



“What a fantastic experience it was learning about Zappos culture from Robert Richman. He gave tremendous insight into what makes their culture work and also gave practical applications of how we could be even more effective at Whole Foods Market. And our culture is very deep already! His examples of service and how to make immediate impact on the team were awesome... I can’t recommend Robert enough!”

## **RICHARD FINDLAY**

Vice President



"We have been working together for 3 years now. You pushed me in ways that I was uncomfortable with, but in hindsight it was exactly what I needed. You taught me how to ask the right questions and to look at the business in a very different way. You have helped me become a better leader than I already was. And my success is in no small part due to what we've done together"

**JONATHAN GREEN**

Director HQ Customer Service Operation



"Thank you so much for speaking at our conference. In 8 years of the "Facilitating Leadership in Excellence" event, you were the BEST! I will be getting your information and I will work on making a cultural paradigm shift with our dealership teams! Your energy and passion stirred up revival! BRAVO!!!!"

**CHERYL BAUMAN**

Facilitator in Standards for Excellent