Proposal for
Keynote Speaker

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Bob Kelleher, Author / Speaker Background

Background:

Bob Kelleher is an award winning author, thought leader, keynote speaker and consultant, and travels the globe sharing his insights on employee engagement, leadership, and workforce trends. Bob is the author of Amazon’s #1 selling employee engagement book for 2011, **LOUDER THAN WORDS: 10 Practical Employee Engagement Steps That Drive Results** and the just released **CREATIVESHIP, A Novel for Evolving Leaders**.

Bob can be seen or heard on national media (most recently on CNBC, NBC News, CBS Radio, Business Week, Forbes, Fortune, Training Magazine, and Yahoo), and is a frequent guest writer and contributing editor on many national publications. An in-demand speaker, Bob’s practical experiences, proven case studies, creative use of multi-media, and his enthusiastic and passionate delivery, have proven to be a winning formula for hundreds of thousands of conference attendees across the globe, including recent trips to Beijing, Hong Kong, Tokyo, Warsaw, Belfast, Kiev, Paris, and Mexico.

Bob has also presented to the leadership teams of many of the world’s top companies, including Shell, Unocal, TJX, Prudential, Abbott Labs, Fidelity, Balfour Beatty, Wurth, Millipore, amongst others, and is a frequent conference presenter, including those hosted by the SHRM, Conference Board, Linkage, Human Capital Institute, Aberdeen, and Melcrum.

Bob is also the founder of The Employee Engagement Group, [www.EmployeeEngagement.com](http://www.EmployeeEngagement.com). Before opening his own consulting business, Bob was the Chief Human Capital Officer for AECOM, a Fortune 500 global professional services firm, with 45,000 employees located in 450 offices throughout the world. Before joining AECOM in 2005, Bob worked for ENSR as an Executive Vice President of Organizational Development, and Chief Operating Officer. While at AECOM and ENSR, Bob spearheaded award winning employee engagement programs and initiatives.

Prior Company Speaking Engagements Include:

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Prior Conference Speaking Engagement Include:

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Prior Media Appearances and Articles Featured On:

CNBC  Business Week  Fortune
CBS Radio  Fox Radio  Business Week
Monster.com  Boston Globe  Hotel Executive Magazine
NBC News  The Business of Life  Becker's Review
The Business of Life  The Street  CEO Refresher
Jim Blasingame  Forbes  Training Magazine

Prior Individual Awards Include:

Louder Than Words – Amazon’s top Employee Engagement Book in 2011
NEHRA’s John Erdlen “5 Star” Award: Top HR Executive in Northeast
AECOM Excellence Award: Top Business Improvement for Employee Engagement
ENSR’s President’s Award: Top Company Team Leadership Award
Beasley Leadership Award: Top Portfolio Company Executive Award

Why Invite Bob to Speak?

• His critically acclaimed just released book, Louder Than Words - 10 Practical Employee Engagement Steps….that Drive Results! (BKLB Publishing) was Amazon.com’s 2011 best selling employee engagement book.

• His message is timely. A recent study by Deloitte reports that 49% of respondents plan on looking for a new job over the next 12 months (and 63% of Gen X!), and another recent study by The Corporate Leadership Council reports that only 6% of employees are demonstrating discretionary effort! Firms will have to engage their employees to keep them as we come out of the recession

• He has spoken all over the world over the past 10 years on the subjects of employee engagement, workforce trends, and leadership, and always receives top evaluations (recently scored the highest ever speaker score at the Aberdeen Human Capital Summit - 4.975 out of 5).

• Bob is the resident thought leader and owner of the global domain www.EmployeeEngagement.com, routinely at or near #1 ranking on Google.

• His You Tube Video "What is Employee Engagement" is the second most watched employee engagement video across the globe http://www.youtube.com/watch?v=u-e02N1Ouqw
• **Presentation Style:** Bob’s dynamic presentation style is fast, energetic, and full of best practice examples. His captivating blend of multi-media including video, audio, pictures, and graphs, and his ability to weave in humorous real life stories, have proven to be a winning formula for audiences across the world. To view for yourself, visit YouTube: [http://www.youtube.com/watch?v=OHsB-cjyhzY&feature=related](http://www.youtube.com/watch?v=OHsB-cjyhzY&feature=related). This video is currently YouTube’s 3rd most watched Engagement video.

• Bob delivered **2 mega-sessions in 2011 and 2012 for Society of Human Resource Management (SHRM)**, attended by thousands of attendees and received over 4.5/5 stars!

“High energy and great insight! I could have listened to him another hour”. “Passionate! Knows his discipline - never met anyone that knows employee engagement as well as he does.” He engaged our audience of HR and line of business executives, and delivered in a big way.”

- Kevin Martin, VP and Group Director - Human Capital Management,

### Keynote Session:

**Louder Than Words - 10 Practical Employee Engagement Steps….that Drive Results**

This presentation reinforces the key steps necessary to build and sustain an engaged culture while capturing the “discretionary effort” of your employees (effort that drives business results!). Drawing from his critically acclaimed book, **Louder Than Words, 10 Practical Employee Engagement Steps That Drive Results**, Bob shares best practices to help attendees learn how to minimize disengagement AND maximize employee engagement.

### Suggested Venue:

This 60-90 minute signature keynote serves as a “call to arms” for leadership teams and conference attendees to take action now. Weaving together multimedia, best practices, case studies, and humor, this presentation is ideal for leadership team meetings, strategic planning meetings, industry forums, and conferences.
Key take-a-way points include:

• 10 Key Engagement Steps To Drive Business Results, including:
  o Communication tools, technologies to maximize engagement
  o How to individualize engagement, and engage Gen X and Gen Y
  o Specific steps to create a culture of accountability and measurement
  o Practices and tools to reinforce and reward the desired behavior
  o How to hire the ideal behaviors and traits to succeed in your culture
  o Tools and approaches to engage first time leaders
  o Steps to create a motivational and innovative culture
• Practical real life applications and tools to accelerate and sustain engagement efforts
• Suggested ideas and tools to measure and sustain engagement
• Leveraging social media to brand yourself as an “Employer of Choice”

“Quite simply, Bob was one of the best speakers we’ve had present to us. He is both a leadership thought leader and an outstanding speaker. He engaged and entertained our 250 shareholders with his thought provoking content, boundless energy, humor, and personal anecdotes. Weeks after Bob’s talk, employees are still quoting Bob – in particular his insight on how best to engage and energize our workforce, and future workforce trends we need to prepare for today.”- Bob Brustlin, CEO of VHB, Watertown, MA

Keynote Session:

Creativeship - The Evolution from Management to Leadership to Creativeship

We’ve evolved from Management to Leadership, and now need to evolve to Creativeship, defined as the necessity to create an organizational culture that can compete and thrive in this new era.

The combination of technological advances (including social media), globalization, shifting economic drivers, government intervention, vastly different motivational drivers within different generations, and the emergence of social responsibility is leading to a pronounced shift in the definition of leadership. Over the past 25 years, we have seen the shift from managing things, data, process (management) to leading people (leadership). Going forward, leaders will now need to focus on Creativeship – defined as creating sustainable cultures.
Suggested Venue:

This 60-75 minute multimedia is ideally suited for leadership teams going through change (or need to). Attendees will be pushed to think differently on how best to flourish in this era of speed, technological advances, and innovation. This presentation is ideal for leadership team meetings, strategic planning meetings, industry forums and conferences.

Key take-a-way points include:

- Why you need to link your employment brand to your product or service brand
- Importance of thinking globally
- Why and how to leverage social media
- Best practices to boost innovation, speed, technology, engagement, purpose, inclusion, collaboration, and engagement

“Bob blew away a room of jaded executives with his combination of business acumen and employee focus - Bob not only proves people are your most important asset, he also knows how to capitalize on it to help you and your employees grow and succeed. Bob Kelleher rocks!” - Al Konvicka, President and CEO of AGS, Ft Worth, TX

Keynote Session:

SHACKLETON: Our First Engaged Leader

This dynamic presentation utilizes video and facilitation to highlight the key leadership principles of famed, Antarctic explorer, Ernest Shackleton. An early pioneer of employee engagement, Shackleton proved in 1914 that a combination of vision, careful staff selection, inspirational leadership, and diligent planning and organization can overcome even the most extreme challenges. This speech is particularly helpful as a teambuilding event, or before a team tackles difficult problems or assignments.

Suggested Venue:

This 90 minute high energy presentation is ideal to stimulate group interaction, and utilizes film to create a dramatic and powerful setting. This presentation is ideal for team meetings, strategic planning meetings, sales meetings, leadership team meetings, industry
forums, and keynotes conferences.

**Take a Ways**

- How to hire and select the right behaviors for your culture
- The importance of team development
- How to create a motivational environment
- Ways to navigate through change and crisis
- Importance of vision, inspiration, hope, and strategy
- Why stretch goals are important AND achievable

"With over 30 years in the HR Profession and many learning events over those years, I must say Bob Kelleher’s presentation on Shackleton was truly one of the best ever. Captivating and inspirational!"

_Deb Hicks, Chief Human Resources Office, Dana Farber Cancer Institute_

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**Tri-Branding: Build an Employment Brand that Engages Your Employees, Applicants & Customers!**

From Apple to Southwest, some brands are able to connect their employment brand to their product brand (a practice Kelleher calls “co-branding”), while others are able to connect into a third dimension of branding (“tri-branding”) by engaging their customers and clients to become brand ambassadors.

**Suggested Venue:**
Tri-Branding is a 90-120 minute, multi-media, keynote presentation that leverages case studies and best practices.

**Take-Aways:**

- *Importance of defining and branding your culture*: Evaluate your current culture from the inside-out
• **Linking your hiring and selecting strategy to your brand:** Compile a hiring profile based on behaviors and traits and develop brand messaging that sells your story to employees

• **Engage and Retain:** Integrate your brand into every part of the employment experience

• **Understand the importance of leveraging social media:** Social media has become a powerful brand accelerator. Learn the importance of embracing social media as an employment, cultural, and client connector (and overcome social media myths)

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**Keynote Testimonies for Bob Kelleher**

- “Bob blew away a room of jaded executives with his combination of business acumen and employee focus -- Bob not only proves people are your most important asset, he also knows how to capitalize on it to help you and your employees grow and succeed.  Bob Kelleher rocks!” - Al Konvicka, President and CEO of AGS, Ft Worth, TX

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- “High energy and great insight!  Fabulous ideas and takeaways.  I could have listened to him another hour”. “Passionate!  Knows his discipline - never met anyone that knows employee engagement as well as he does.” These are just two of many enthusiastic comments we received from our HCM Summit attendees about Bob Kelleher and his general session presentation on Employee Engagement.  Bob’s knowledge of the topic is deep and his presentation style is dynamic.  He engaged our audience of HR and line of business executives, and delivered in a big way.” - Kevin Martin, VP and Group Director - Human Capital Management, The Aberdeen Group

- “Bob’s passion for the concept of employee engagement and his fundamental belief that the concept is at the heart of any successful organization are clearly communicated in his
• hugely entertaining and thought provoking presentations. His presentations are exceptionally well received both when given to an audience of industry leaders eager to drive an employee engagement culture in their business’s and also to staff within an organization in which the employee engagement culture is being developed. Lively discussion inevitably follows his presentations and carries on amongst an audience when they return to their organizations.” Terry Williamson, Managing Director - Faber Maunsell, Belfast, UK

• “Companies look for a competitive edge that elevates and sets themselves apart. Bob Kelleher is that edge. His presentation skills and leadership knowledge empowers employees to help companies “cash in” on their internal talent to set them apart. Bob has the ability to inspire!” Patricia McRobb, HR Director, Cansult, Abu Dhabi, UAE

• “Bob spoke at your our leadership team meeting – it was terrific! Our CEO still refers to it as being one of the best leadership sessions ever - engaging, informative, and so relevant!” Chris Carmody, SVP of HR, NSTAR, Westwood, MA

• “Bob is the “whole package” – he is a thought leader who can create a compelling vision, energize an entire audience, …and he does with direct influence - teaching and coaching at all levels of the organization.” Craig Ramsay, Director, Workforce Research, Intuit, Mountain View, CA

• “Bob Kelleher is an entertaining and exceptionally well informed speaker. We have had the good fortune to have him keynote to several different member audiences here at NEHRA and in every instance he got rave reviews. He is that rare combination of a person with significant leadership work experience who has a truly insightful vision about our profession. Time spent with Bob will leave you better informed, inspired, and with a smile on your face.” Bob Eubank, Executive Director, NEHRA, Waltham, MA

• “Bob Kelleher is one of the most passionate and enthusiastic proponents of Employee Engagement and speakers I have come across. In the presentation he shared at a recent meeting of the Council on International Compensation and Benefits, he excelled!” Brad Bond, Manager, Customer Relations – The Conference Board, NY, NY

• “When Bob presented, the audience of Gen Y’s suddenly became attentive and responsive, clapping, and often cheering. It was evident that this small “miracle” was not only due to Bob’s excellent presentation skills but first and foremost to the concepts he was presenting: clear, honest and totally focused on the best interests of the employees at hand. They actually left feeling that they were the company’s main assets!” Claudio Viola, Managing Director, HPC, Milan, Italy