

Create a *Culture* of Listening™

Your employees will tell you
exactly what they need to
achieve the results you want.



Heather R YOUNGER

Founder & CEO, Employee Fanatix • Two-Time Tedx Speaker • Consultant
• Two-time Best-selling Author, *The Art of Caring Leadership*



Whatever *Vision* you have for your organization...

01 We want to **lead** our market.

02 We want to drive a completely **new level** of engagement.

03 We want a strong culture of **diversity and inclusion**.

04 We want to develop our leaders, so they can help us **move to the next level**.

05 We want to be one of the **best places to work in the country**.

It all starts with *Listening*



Your employees will tell you what they need to be **fully engaged**.



They will tell you the **top actions they want you to take** to support them.



They will tell you what makes them **feel seen, valued, and heard in your organization**.

YOU JUST HAVE TO LISTEN.

AS SEEN IN



Bloomberg

Chicago Tribune

FAST COMPANY

Forbes



Inc.

AMERICAN EXPRESS

TRUSTED BY

1STBANK

xerox

State Farm

Ideal Image
MedSpa



DUPONT





When you *Listen* and respond...

Your employees will feel VALUED.

They will know they are a part of creating the

When you feel a part of something you're helping create,
you bring more CREATIVITY, ENGAGEMENT, and INNOVATION.

As a result, you will see trust and collaboration, and new ideas leading to new growth.

You will create one of the top workplaces to work in the world.



"Heather is a skilled *professional* with a personable and enthusiastic approach, who is passionate about the employee experience."

She offered thoughtful insights to help advance our professional development and employee engagement initiatives, and formulated her recommendations for maximum impact. Our HR team is now much more disciplined about our priorities and thoughtful about connecting the dots for employees."

CHRISTINNE JOHNSON | Former Chief Human Resources Officer, FirstBank Holding Company



CREATING A CULTURE OF LISTENING™ IS HEATHER'S SPECIALTY.

She's the...

- **CEO of Employee Fanatix**
A leading employee engagement consulting & training firm.
- **A highly-sought after keynote speaker**
Bringing the best insights from over 25,000 employee stories to the stage.
- **A diversity, equity & inclusion strategist**
An expert in creating safe spaces for these vital conversations.
- **A contributor to leading news outlets**
A trusted expert for stories on culture, workplace engagement, and employee retention.
- **2x-International TEDx Speaker**
Sharing universal insights that people everywhere treasure.

Heather Younger is the Founder & CEO of Employee Fanatix, a leading employee engagement and consulting firm. She is a highly sought-after keynote speaker, bringing the best insights from over 25,000 employee stories to the stage, a diversity, equity and inclusion strategist, and the world's leading expert on listening at work.

Drawing from her personal experiences as the only child of an interfaith and interracial marriage, Heather is committed to inspiring leaders everywhere to flex their empathy muscles and master the art of active listening to ensure every employee feels valued, heard, and supported. Her presentations are dedicated to helping leaders and organizations create supportive cultures of care by improving how they listen to and communicate with employees.

Heather is a two-time TEDx speaker, sharing universal insights with millions all over the world, and the host of *Leadership With Heart*, a podcast about how leaders can better engage and retain talent. A regular contributor to leading news outlets, she has been featured in Bloomberg Business, CNN Business, and FAST Company, to name just a few.

Heather is the author of two bestselling books: *The 7 Intuitive Laws of Employee Loyalty*, which was named one of Forbes' "Must-Read" books for HR Professionals, and *The Art of Caring Leadership*, which teaches the radical power of caring support in leadership and the workplace.

Known as The Employee Whisperer™, Heather harnesses humor, warmth, and an instant relatability to engage and uplift audiences, and inspire them into action. Her presentations are dedicated to helping teams, leaders, and organizations shine by improving how they listen to, communicate with, and empower employees.



BOOK



"People need to know they matter."

When others feel trusted and cared for, they become inspired. Heather's terrific book teaches leaders why caring should be at the heart of all they do, and how they can turn genuine caring into an art that can be carefully practiced and refined."

STEPHEN M. R. COVEY | The New York Times and #1 Wall Street Journal bestselling author of *The Speed of Trust*



amazon

Berrett-Koehler
Publishers

BARNES & NOBLE

Bookshop.org



Based on *interviews* with over eighty leaders, including:

- ✓ Howard Behar, former president of the Starbucks Coffee Company;
- ✓ Judith Scimone, senior vice president and chief talent officer at MetLife;
- ✓ Garry Ridge, CEO and chairman of the board of the WD-40 Company;
- ✓ and Shawnté Cox Holland, head of culture and engagement at Vanguard.

Outlines nine ways that leaders can make all employees feel included and cared for.

Includes access to a self-assessment so you can measure your progress as a caring leader.

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in Instagram Twitter YouTube



Heather R YOUNGER

Keynotes

Build A Transformative Culture
of *Caring* Leadership™



Keynotes that provide strategic context
and **actionable steps to inspire listening**
at work & caring leadership



KEYNOTE 1

How to Create a Culture of Listening™

This keynote distills down 12 years of Heather's experience reviewing 25,000 employee engagement survey comments into actionable insights that have been proven to lead to better engagement, better customer satisfaction, higher revenue, lower turnover, and brand loyalty.



This program is perfect for leaders:

- ✓ Seeking to understand employees, prospects, or customers to better meet their needs
- ✓ Working to improve the culture at work to ensure everyone feels heard, valued, and appreciated
- ✓ Supporting others at work to become more engaged, motivated, and productive

The audience will leave with:

- ✓ The one success characteristic they need to reach their goals and create win-win scenarios at work
- ✓ An inspired understanding of how to practice active listening with those who look to them for guidance
- ✓ A listening process that will unlock valuable insights and deliver desired outcomes



Heather R Younger ranks as one of the *very best* speakers and thought leaders ever encountered on DEI initiatives.

At Xerox's Diversity, Inclusion and Belonging 'All of Us Together' event, she delivered a dynamic and engaging presentation on the topic of intersectionality as the keynote speaker. Heather shared the importance of whole self-leadership, and how to use intersectionality to make connection points that help strengthen our culture."

YETTA TOLIVER | Global Head of Diversity, Inclusion and Belonging, Xerox



KEYNOTE 2

The Art of Caring Leadership™

The four Caring Leadership™ principles delivered in this keynote serve as a powerful reminder of every leader's responsibility to uplift their team and organization and drive real business results.

This program is perfect for leaders:

- ✓ Powering through tough moments or times of crisis
- ✓ Fortifying those they lead in preparation for future challenges
- ✓ Equipping their organization to thrive long term

The audience will leave with:

- ✓ An effective framework to more quickly recover from adversity
- ✓ A high-level roadmap for succeeding with more ease, even in uncertain times
- ✓ A clear path to retool their workplace through creativity and innovation



"Heather was engaging, enthusiastic and *passionate.*

More importantly, she was able to provide a strategic context and actionable steps we could all take, regardless of our roles within an organization. Her authenticity and joy set the stage."

VERNA WONG | Strategic Business Consultant & Leadership Coach



KEYNOTE 3

Reimagining a New and Better Workplace

In this empowering, interactive, and hope-filled keynote, Heather provides a roadmap for navigating change with agility, confidence, resilience — and a positive outlook.

This program is perfect for leaders:

- ✓ Powering through tough moments or times of crisis
- ✓ Fortifying those they lead in preparation for future challenges
- ✓ Equipping their organization to thrive long term

The audience will leave with:

- ✓ An effective framework to more quickly recover from adversity
- ✓ A high-level roadmap for succeeding with more ease, even in uncertain times
- ✓ A clear path to retool their workplace through creativity and innovation

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access online.

"Heather is an engaging, enthusiastic and *passionate* **speaker.**

She combines strategic context with actionable steps and a dynamic approach that keeps audiences engrossed and interacting. Her energy and ideas foster meaningful discussions for professionals seeking to improve employee experience and supercharge employee engagement initiatives."

ANN MCMULLEN | President, mediashark



KEYNOTE 4

How to Build a Culture of Belonging

This keynote draws from Heather's personal experiences as the only child of an interfaith and interracial marriage to inspire leaders to flex their empathy muscles and master the art of active listening to ensure every employee feels valued, respected and supported.



This program is perfect for leaders:

- ✓ Building cultures of belonging at work
- ✓ Seeking to honor their colleagues' diverse experiences and perspectives
- ✓ Educating themselves about other peoples' challenges

The audience will leave with:

- ✓ A practical method to elicit feedback and unlock change and growth
- ✓ A greater understanding of the role they have to play in creating cultures of belonging at work
- ✓ The inspiration to show up each workday as their most authentic selves



"Our team is now more engaged, we have brought onboard several strong performers, and Heather has developed a pipeline of prospective skilled employees for us in a market that is experiencing a severe shortage of manpower.

We expect substantial growth on both the top and bottom line."

STEVE PAUL | Construction Management Executive, SPCS Construction Services



Heather R YOUNGER

Workshops

Unlock the *Power*
of Caring Leadership™



Training and workshops that **inspire a lasting mindset and newfound ability to build a culture of listening & caring leadership.**



WORKSHOP 1

Develop Listening Skills

This half or full-day interactive experience with in-built coaching equips leaders with a newfound ability to unlock previously unseen or unheard organizational insights critical to their and organizational success.

Leaders & teams will experience an instantly applicable shift in their ability to:

- ✓ Support their teams to become more engaged, motivated, and productive
- ✓ Serve as sounding boards for employee opinions and concerns
- ✓ Promote positive interactions at work that foster relationship and build trust

After the workshop, attendees will be able to support and lead organizational initiatives to increase employee engagement, build customer loyalty, and, ultimately, drive long-term business results.

Tools:

- ✓ DISC Assessment



"Heather really *helped* us move the needle.

We brought her onboard to help facilitate a series of virtual workshops on diversity and belonging, and the feedback was extremely positive. Heather did an excellent job of taking our top takeaways from the workshops and helping us prioritize which to focus on first. We've built some great momentum since then, and witnessed a shift in how our people prioritize diversity and belonging. Employees now feel more able to be themselves within their teams, safe enough to discuss their differences, and better equipped to voice concerns without fear of the consequences."

KARYN GONZALES | Director, Payor Partnerships at DaVita Inc.



WORKSHOP 2

The Art of Caring Leadership

Through this half-day workshop, leaders uncover how they can better focus their energies to engage and retain those they lead, and support employees to reach organizational goals.

Leaders & teams will develop a strategic plan of action to:

- ✓ Cultivate new behaviors in those they lead that facilitate forward progress
- ✓ Inspire and engage team members to contribute fully
- ✓ Create a culture of caring at work

As a result, leaders will uncover a newfound ability to put their people first more often for increased productivity, customer satisfaction, and employee engagement.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment
- ✓ The Art of Caring Leadership Workbook



"Ideal Image partnered with Heather to bring the *Vision* of the organization to its frontline leadership."

Heather did an amazing job holding space for different voices and opinions to be heard with both warmth and genuine empathy. Her approach of listening, restating back her understanding, and collecting feedback, has delivered breakthrough insights. Leaders are now equipped to apply those insights to real-world scenarios, and help continue to foster a rich and meaningful culture."

ELIJAH KEATING | District Manager - Guest Services, Sales & Operations Medical Aesthetics, Ideal Image



WORKSHOP 3

Build a Culture of Belonging

This half-day workshop helps your employees better understand their role in closing the DEI gap. Heather will equip leaders and teams with tools to facilitate communication, shared learning, and build more connected and productive teams.

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Understand other peoples' challenges and perspectives
- ✓ Build stronger relationships and teams
- ✓ Create a more inclusive culture at work

As a result, leaders will feel empowered to incorporate inclusion into their everyday work, and advance a culture of belonging where every employee can contribute fully.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment



"I needed an expert who could help me *communicate* to my staff how they could overcome challenges and succeed."

Heather led two workshops for our department, and helped me channel my strengths as a leader to foster a culture of sincerity, caring, and loyalty. I will continue to seek her expertise as my organization evolves."

RAYMUND AGUIRRE | Chief of Police, University Police Department



WORKSHOP 4

Reimagine a Better Workplace

Through this highly interactive half-day workshop, Heather helps leaders and teams co-create innovative ideas for building a better workplace, using visualization exercises to reframe challenges and re-imagine what might be possible.

Leaders and teams will learn how to:

- ✓ Visualize success, and be more attuned to opportunities that will get them where they want to go
- ✓ Reduce stress by reframing challenges and anticipating positive outcomes
- ✓ Maintain an optimistic attitude at work

As a result, attendees will feel motivated to contribute ideas that fuel a better workplace and drive business success.

Tools:

- ✓ Reimagine a Better Workplace Workbook
- ✓ The 3 Rs of Resilience Tip Sheet



"Heather has successfully *engaged* our employee engagement group in team-building, enhanced communications, and focusing on the positive."

With Heather's assistance, our company raised in ranks from the bottom tier of The Denver Post's Top Workplaces to a top 10 finisher two years in a row."

PAM WOLF | Human Resources Director, Extraction Oil & Gas

Heather R YOUNGER

Consulting

Your Culture of
Listening™ *Roadmap*

Customized consulting solutions with
in-built coaching so you can **build**
sustainable cultures of caring
leadership & excellence.



Recognize the Unsaid

Pick up on important signals.

A two-pronged approach supported by data-driven assessments helps you safely explore what your people are hesitating to say out loud. Facilitated forums supported by factual findings plant the seed for change: the feeling of being heard, hope about imminent changes, clarity about where we are now, and shared knowledge of what needs to be addressed.



Seek to Understand

Capture insights & emotions.

Capture Voice of the Employee (VoE) insights through surveys and listening sessions, and help your leaders gain deep, valuable insights about what team members want and need. Later, you'll be able to harness this knowledge of what your employees care about as a foundation for measurable, organization-wide change.



Decode

See a complete picture.

A consolidated dashboard enables you to decipher what's most important to team members. You'll finally see a complete picture of what employees are finding unsatisfactory, tough, or frustrating about their work, and have the opportunity to reflect on which changes are most likely to have the greatest impact.



Act

Capture hearts and minds at every level.

Leveraging insights from prior steps, you are now ready to turn data into an inclusive and collaborative strategic plan. Your employees will feel excited, empowered, and deeply engaged as they contribute to creating this plan. And your leadership will experience a transformative reality where they will be capturing hearts and minds at every level.



Close the Loop

Connect the dots.

Our strategic communication plan enables you to connect the dots for your employees. By communicating how you've been listening, what you see missing, and the actions you're taking as a result. As your teams feel valued, heard, and empowered, they own more, give more, and perform at unprecedented levels of excellence.