

Create a *Culture* of Listening™

Your employees and customers 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 and The Art of Active Listening

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Whatever *Vision* you have for your organization,
whether you want to...

lead your market.

reach a
new level of
engagement.

create a
strong culture of
**diversity
and inclusion.**

develop your leaders,
so they can help you
**move to the next
level.**

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

It all starts with
Active Listening



Your employees and customers 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 and customers will feel valued.

They will know they are a part of a culture where everyone is heard and included.

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



HEATHER IS A WORKPLACE CULTURE EXPERT!

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.
- **A 2x-International TEDx Speaker**
Sharing universal insights that people everywhere treasure.

Heather R Younger is the Founder & CEO of Employee Fanatix, a leading workplace culture, employee engagement consulting firm. She is a highly sought-after international keynote speaker, bringing the best insights from over 30,000 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 people everywhere to flex their empathy muscles and master the Art of Active Listening™ to ensure everyone feels valued, heard, and supported. Her presentations are dedicated to helping organizations create supportive cultures of care by improving how they listen to and communicate with each other. 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. The Art of Active Listening is releasing April 2023. 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 each other.



BOOK



"This is the *blueprint* you need to create a culture of listening at work."

One that will ensure those in your care know you've heard them, and that will inspire them to respond with more loyalty."

Garry Ridge | "The Culture Coach", Chairman Emeritus at the WD-40 Company



amazon

Porchlight

BARNES & NOBLE

BAM!
BOOKS-A-MILLION



The Art of Active Listening introduces a 5-step *framework* that shows you how to listen successfully and act upon what you are hearing. Readers will discover how to:

- Recognize the unsaid
- Seek to understand
- Decode
- Act
- Close the loop

Backed by her personal review of over 30,000 employee and customer surveys and facilitation of 100's of focus groups, Younger discovered one universal truth: We all want to be heard. We want our voices to matter. We want the work we do to matter.

Endorsed by:

- Stephen M.R. Covey - New York Times & #1 Wall Street Journal Bestselling Author, Keynote Speaker, Speed of Trust Global Practice Leader
- Garry Ridge - The Culture Coach - Chairman Emeritus - WD-40 Company
- Amy E. Edmonson, Harvard Business School professor and bestselling author of The Fearless Organization
- Yetta Toliver, DBA, LSSBB (she/her/hers) - Global Head of Diversity, Inclusion and Belonging (DIB) - Xerox
- Adrian Gostick & Chester Elton, New York Times bestselling authors of All In and Leading with Gratitude
- Claude Silver, Chief Heart Officer, VaynerX

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in Instagram Twitter YouTube



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
BK Publishers

BARNES & NOBLE

B 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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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: CULTURE

The Art of Active Listening

Active listening is the doorway to increased belonging, loyalty, profitability and innovation. It is the difference between thinking we understand what people want and knowing what they want.

For the last 12 years, Heather has reviewed over 25,000 employee engagement surveys as well as facilitated numerous listening sessions. She has distilled that knowledge into actionable insights that equip your people with the interpersonal skills they need to make others feel seen, heard, and valued in every interaction.



This program is perfect for leaders and teams:

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

In this keynote, Heather introduces a new change model for organizational listening which she illustrates in five steps. The audience will leave with:

- ✓ The 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
- ✓ The one success characteristic they need to reach their goals and create win-win scenarios at work



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 FOR SALES

Create a Culture of Listening™

The Meta-Skill Needed for Sales Performance

This sales-focused keynote distills down the actionable insights Heather learned building sales teams, managing large accounts, leading customer experience, and increasing revenue for mid-to-large size companies. Your team will be better equipped to improve customer satisfaction and hit their sales quotas through the power of active listening.



Improve Sales with the Art of Active Listening

This program is perfect for sales teams:

- ✓ Seeking to understand prospects and customers better and improve sales outcomes
- ✓ 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

HALF OR FULL DAY WORKSHOPS WITH BUILT-IN COACHING ARE AVAILABLE AFTER THE KEYNOTE TO SOLIDIFY LEARNING AND ENSURE IMPLEMENTATION AFTER THE EVENT.

Heather was one of the keynote speakers at our annual sales kickoff. She focused on creating a *loyal and engaged* workforce.



Prior to the session, Heather took the time to meet with my team and I to learn about our specific challenge. She also took the time to meet with several of our first line leader to hear from them first hand to customize her keynote. Her message was on point! She did an amazing job engaging our audience and responding to all their questions. I highly recommend Heather!

Stacy Caswell-Boatright | Senior Director of Sales Enablement Center of Excellence at VMware



KEYNOTE FOR TEAMS

Create a Culture of Listening™

The Meta-Skill Needed for Teams

This culture-focused keynote distills down the actionable insights Heather learned building teams, managing people, leading customer experience, and increasing productivity for mid-to-large size companies. Your team will be better equipped to ensure everyone at work feels valued and heard through the power of active listening.



How to Know Exactly What Your Team Members Want

This program is perfect for teams:

- ✓ Seeking to understand each other and get better outcomes on projects and goals
- ✓ 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

HALF OR FULL DAY WORKSHOPS WITH BUILT-IN COACHING ARE AVAILABLE AFTER THE KEYNOTE TO SOLIDIFY LEARNING AND ENSURE IMPLEMENTATION AFTER THE EVENT.

This is the blueprint you need to create a *culture of listening* at work.



One that will ensure those in your care know you've heard them, and that will inspire them to respond with more loyalty.

Garry Ridge | "The Culture Coach", Chairman Emeritus at the WD-40 Company



KEYNOTE FOR LEADERSHIP

The Art of Active Listening

The Meta-Skill Needed for Successful Leadership

This leadership-focused keynote distills down the actionable insights Heather learned leading people, managing culture, improving customer experience, and increasing productivity for mid-to-large size companies. Your leadership team will be better equipped to ensure everyone at work feels valued and heard through the power of active listening.



Leading Teams with the Art of Active Listening

This program is perfect for leaders:

- ✓ Seeking to understand employees, prospects or customers better to 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



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Yetta Toliver | Global Head of Diversity, Inclusion and Belonging, Xerox



KEYNOTE 2: LEADERSHIP

The Art of Caring Leadership™

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

This program is perfect for leaders and team members:

- ✓ Supporting employees through organizational change
- ✓ Prioritizing self-development as part of their leadership development
- ✓ Working to improve their ability to inspire and engage those they lead and meet key organizational goals

The audience will leave with:

- ✓ A practical understanding of the concrete actions they can take to uplift and engage those they lead
- ✓ Deep insights into the positive power they possess to create a culture of caring at work
- ✓ Strategies to inspire loyalty with their leadership by becoming more present, caring, and compassionate

"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: RESILIENCE AND CHANGE

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 workforces to embrace the future of work, flex their empathy muscles, and master the art of active listening to ensure every employee feels valued, respected and supported. Active Listening is important at every level in an organization to prevent burnout, navigate change successfully, make customers happy, and grow profitability.



This program is perfect for leaders and team members:

- ✓ 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 Active 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 and customer opinions and concerns
- ✓ Promote positive interactions at work that foster relationships 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
- ✓ Active listening quiz

"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 or full-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

Heather R YOUNGER

Consulting

Your Culture of
Listening™ *Roadmap*

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



Recognize the Unsaid

Pick up on important signals.

Human interaction can be challenging at times, especially when it comes to discussing sensitive topics. However, there are ways to navigate these conversations safely and effectively. The first step is to safely explore what everyone hesitates to say out loud. Plant the seed for change: give people the feeling of being heard, hope about imminent changes, clarity about where we are now, and shared knowledge of what needs to be addressed.

STEP 2 | Listen



Seek to Understand

Capture insights & emotions.

Capture valuable insights through active listening and help everyone gain deep, valuable insights about what team members and customers want and need. Later, you'll be able to harness this knowledge of what your people care about as a foundation for measurable, organization-wide change.

STEP 3 | Decode



Decode

See a complete picture.

Decipher what's most important to team members and customers. You'll finally see a complete picture of what people are finding unsatisfactory, tough, or frustrating and have the opportunity to reflect on which changes will most likely have the greatest impact.

STEP 4 | Act



Act

Capture hearts and minds at every level.

Leveraging insights from prior steps, you are now ready build an inclusive and collaborative action plan. Everyone will feel excited, empowered, and deeply engaged as they contribute to creating this culture and experience a transformative reality where they will be capturing hearts and minds at every level.

STEP 5 | Close the Loop



Seek to Close the Loop

Connect the dots.

Connect the dots for your employees and customers by communicating how you've been listening, what you see missing, and the actions you're taking as a result. As your team members feel valued, heard, and empowered, they own more, give more, and perform at unprecedented levels of excellence. Customers will respond with more brand loyalty.