

Create a *Culture* of Caring Leadership®

You want to build a workplace culture where everyone feels valued and empowered and you want to lead your industry, but you don't know where to start.

Catch culture slip before it's too late. Join the thousands of other people who use our proven process to increase loyalty, engage employees, boost retention, and build a magnetic culture.



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

(403) 398-8488

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www.HeatherYounger.com





Whatever *Vision* you have for your organization,

We want to lead our industry by creating customer loyalty.

We want to drive a completely new level of engagement.

We want a strong culture of belonging.

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

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

It all starts with *Caring Leadership*



Your people will feel empowered and fully engaged.



They will feel like the work they do is valued.



They will feel seen and heard.



You will be known as one of the best places to work in the country.

You just have to CARE.

AS SEEN IN



Bloomberg

Chicago Tribune

FAST COMPANY

Forbes



Inc.

AMERICAN EXPRESS

trusted by

1STBANK

xerox

State Farm

Ideal Image
MedSpa



DUPONT





When you *Care* 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 30,000 employee stories to the stage.
- **An organizational culture 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, J.D. is a trusted contributor to leading news outlets, like Forbes, Fast Company, Bloomberg, NBC and ABC and one of the world's leading experts on Caring Leadership® and active listening at work. She is the visionary Founder and CEO of Employee Fanatix, a preeminent employee engagement and workplace culture consulting firm to Fortune 100 companies. Employee Fanatix conducts annual research on workplace culture, relying on employee voices for what is relevant now, to help companies redefine their culture strategy. Heather has personally read over 30,000 employee surveys and facilitated over 100 employee focus groups, including her signature "Art of Active Listening Sessions."

With over 25 years of successfully managing teams, she has worked in customer experience, sales, and large account management for multi-million dollar accounts and multiple industries such as tech, staffing, healthcare, professional services, the public sector, and the financial sector. She's a renowned keynote speaker, drawing insights from current data and putting into practice what she teaches in her Caring Leadership Transformation Model™.

Heather is an award-winning leader in the area of Employee Engagement as recognized by Inspiring Workplaces, is a LinkedIn Learning course partner, 3-time best-selling author, TEDX speaker, and the host of the popular, Leadership With Heart podcast.



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*



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 Dr. 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.



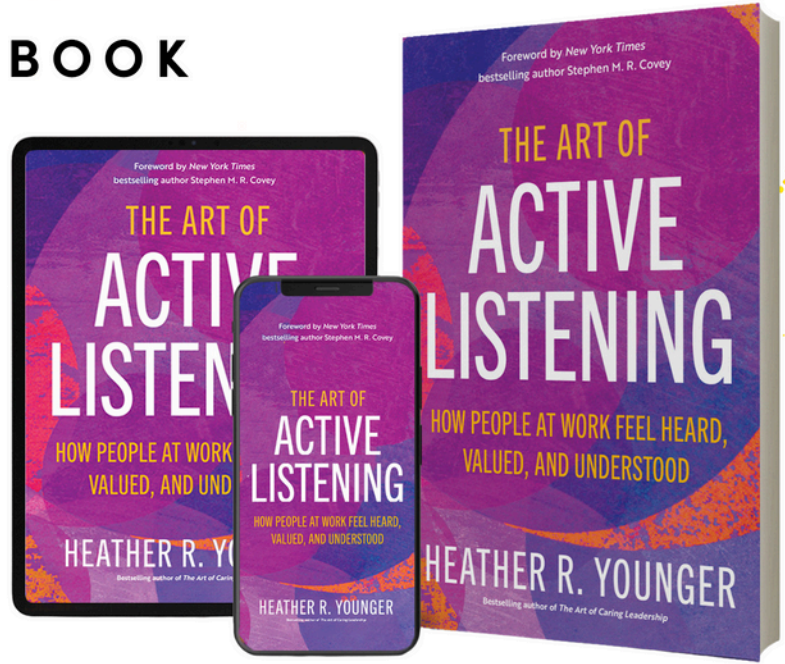
BOOK



"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



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

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: LEADERSHIP

The Art of Caring Leadership[®]: The Key to Unleashing The Full Potential in Your People

The 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.

Heather will provide her proprietary and proven framework to follow step-by-step.

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

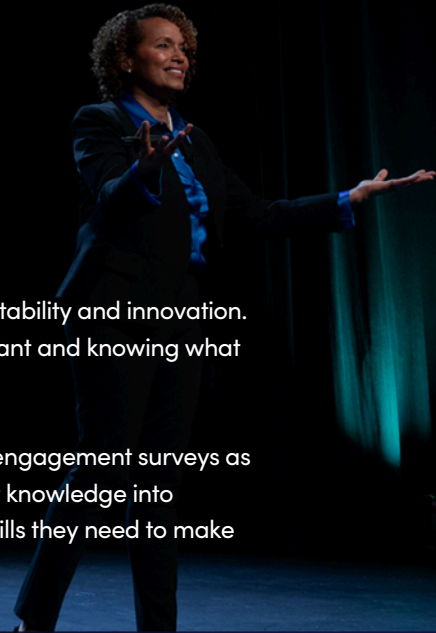


KEYNOTE 2: CULTURE

The Art of Active Listening: The Key to Making Anyone Feel Valued and Engaged

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 30,000 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



Ask About Certification

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

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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



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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

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KEYNOTE 3: RESILIENCE AND CHANGE

The Art of Belonging at Work: How to Create Magnetic Cultures Where People Feel Included

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

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 2

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
- ✓ Certified Art of Active Listening Facilitator Training



Ask About Certification

“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 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 *Caring Leadership*[®] Roadmap

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





Awareness

When employee engagement and customer loyalty are on the line, it's vital that leaders become aware of Culture Slip before it's too late.



Desire

Once leadership is aware of an impending or present culture disconnect, the desire to change oneself and the organization launches the process.



Stamina

Creating cultures where everyone feels heard, seen, and valued is an ongoing personal and professional development process that requires commitment over time.



Lead Your Self

Get on the right path.

The first step is to take reflective time to work through the complex mental barriers that get in the way of leading well.



Lead Your Team

Fortify for the journey ahead.

Once the right mindset is in place, it's time to prepare to show up with more care, support, and concern for others.



Lead Your Industry

Demonstrate consistent evidence of care.

Here is where leading yourself and leading your team culminates in true differentiation in the market. You put into work specific caring behaviors that uplift others and positively impact organizational goals.