

First, let's talk about what it is you're looking for?



Bookings contact K&M Productions | events@kmprod.com | www.kmprod.com/speakers/michael-kerr

- We need to reenergize our employees and regain our workplace mojo!
- We've had an amazing year so we just want to celebrate, have some fun, and recognize our incredible employees!
- We're facing a lot of change and employees are stressed out and anxious
- We have a new strategic plan – now we need the right culture to bring it to life!
- We have too many employees working in isolated silos and not collaborating
- We need our employees to step up, be leaders, and be more accountable
- We recognize "good customer service" is no longer good enough!
- We need to create a culture of teamwork, open communication, and innovation
- We want to create a culture of "leaders leading leaders"
- We want to be known as one of the best places to work in our industry or community
- We need to create a more resilient workplace
- We want a workplace culture that results in lower employee turnover and absenteeism rates, higher engagement scores, greater innovation, higher productivity, and customer service that rocks!
- Hmm... how about all of the above!?

“ Thanks to your suggestions, staff feel engaged and empowered to start creating an inspiring workplace. This is exactly what we needed! You have made a huge, positive impact in just 90 minutes! ”

Paola Zurro, Senior Director, Public Services and Procurement Canada

“ The most valuable presentation/experience was Michael Kerr's presentation. It was informative, humorous, and thought-provoking. ”

Audience comment from the Arbor Memorial Annual Sales Recognition Conference

If it's lousy coffee demoralizing your employees, I *definitely* can't help you.
But if it's any of the above, I **know** I can help. Read more to find out how.

Meet Michael

Keynotes, Training and On-line Resources to Help You Reenergize Your Culture!



Michael Kerr Delivers Proven Results

Why choose between a high-energy, entertaining presentation and relevant, insightful content when you can have both?

“ Relevant... inspiring... energizing... hilarious... thought-provoking... immediately applicable... ”

These are the words Michael's clients use to describe his dynamic presentations – often rated as the most impactful, memorable, and relevant presentation of the conference.

Michael is an international business speaker, author, and one of only 40 speakers inducted into the Canadian Speakers' Hall of Fame. He travels the world researching, writing, and speaking about inspiring workplace cultures, inspiring leadership, and how businesses can leverage their humor resources to achieve outrageous results!

Michael is the creator of the **Culture Leadership Academy**, one of the most comprehensive on-line courses for organizations that are serious about investing in their workplace culture.

His ideas on building great workplaces have been featured frequently in *Forbes*, *Business Insider*, and scores of other publications, while his Inspiring Workplaces blog has been listed as one of the top-75 workplace blogs in the world.

Why Clients Call Michael “The Workplace Energizer!”

Whether it's a 90-minute keynote to 3,000 frontline employees or a full-day, interactive workshop to a dozen senior leaders, Michael's presentations help you achieve the results you need and the results you deserve. His goal is to deliver as much relevant content based on real-world practices in as entertaining a style as possible. Michael will work with you to make sure his presentation is the perfect blend of messages your audience needs to hear.

“ Michael held the full attention of our senior management team for FOUR hours! He is highly energetic; the content he imparts with humor applies to everyday work situations. I have encouraged my team to embrace his fantastic management philosophy and have heard nothing but positive reviews from the senior management team. I absolutely recommend Michael's fabulous persona without hesitation. ”

~ Martine Rothblatt, Chairman & CEO,
United Therapeutics

Michael's Presentations

- Inspiring Workplaces: How to Create a Workplace Culture That Drives Outrageous Results!
- Workplace Culture Leadership: Leaders Leading Leaders
- Putting Humor to Work for Less Stress and More Success
- Inspiring Change and Innovation at Work: How to Turn Ideas Into Action
- The Humor Advantage: Why Some Businesses Are Laughing All the Way to the Bank
- Hire, Inspire, and Fuel Their Fire: How to Recruit, Onboard, and Train New Employees to Live Your Culture Out Loud!

Keynote, Workshop... or Both?

Although Michael is one of Canada's most sought-after keynote speakers, he also presents interactive training workshops, so many clients book Michael for a follow-up session to help hammer home or build on the messages he introduced in his keynote presentation.

Dynamic Keynotes

His irrepressible energy, clean humour, and relevant content make Michael one of the most in-demand conference keynoters in North America.

Many clients hire Michael to kick off their event with a bang, knowing that the energy he generates will last throughout the entire convention, whereas others hire Michael to close their conference so that everyone leaves feeling inspired and energized. Still others slot Michael somewhere in the middle as a way of shaking things up! Keynotes run anywhere from 45 to 90 minutes, depending on the topic and your scheduling needs.

And just to clarify (because we do get asked), although Michael is entertaining and very funny, he is not a comedian. Michael does speak at after-dinner events, but if you are looking for a speaker who is primarily an entertainer, Michael would be happy to recommend someone else.

Interactive & Insightful Workshops

Clients often book Michael to present a follow-up breakout session after his keynote, or for longer half-day, full-day, or intensive two-day workshops. These interactive workshops allow for more in-depth conversations and greater impact, and typically run 3-4 hours for a half-day workshop; 6-8 hours for a full-day experience. By booking Michael for an additional presentation, you not only get much more value out of having Michael at your event, you'll save on the substantial cost of bringing in another speaker.

What Questions Haven't We Answered?

We understand how difficult it is to find the right speaker for your event, so after reading this package please let us know what additional information you need to help you make the right decision.

Rest assured that Michael will be the first person to tell you if he does not think he's the best match for your needs. And because he is so heavily involved in the professional speaking industry, Michael would be happy to recommend other presenters who may be a better fit for your event, or those who might make a valuable contribution in addition to Michael.

“ Our participants rated you as the speaker with the highest quality and relevance. ”

~ Lana J. Larocque,
Alberta Human Resources

“ Michael exceeded our expectations in every aspect. The program and tools fit our team extremely well. He was the star of our event. Michael has a great knack of aligning humour with the event and audience, which was fabulous! By far, the best speaker we've ever had! ”

~ Rod Smith, VP, Business Development,
CenturyVallen

Create inspiring
workplaces by
putting humour
to work!

TOPIC #1

Putting Humour to Work for Less Stress and More Success!

Why This Topic?

Highly successful organizations understand that humour in the workplace both reflects a strong culture and creates a less stressful, more innovative work environment with higher levels of employee engagement, retention, and morale. As Michael will tell your audience, there is nothing trivial about this topic: humour helps people succeed at an individual, team, and organizational level. Humour is one of the most powerful stress-busters available, and it's a resource that can boost morale, improve workplace communication, spark creative thinking, enhance customer service, and increase productivity.

Why Your Event?

Many of Michael's clients choose this topic because its universal messages and clean humour make it a great kickoff or closing experience. And because it's different than what many people have seen before, it's a great way to shake things up at your meeting, energize people, and create a truly memorable event!

Presentation Goal:

To deliver as much relevant, practical content and inspiring ideas as possible, but in a fun (sometimes even hilariously outrageous) way so the ideas stick! The presentation includes door prizes (usually copies of one of Michael's books), as well as digital resources and e-books for you to use as you see fit.

“ Michael Kerr was amazing! Not only was he thoroughly entertaining but he also delivered a valuable, pertinent message at the same time. His delivery was great. I plan to apply recommendations Michael made and I confidently recommend Michael to anyone. ”

Kelly Coyne, Bell Systems

“ Michael, your presentation was beyond excellent! I cannot thank-you enough for all of your hard work prior to and at our conference last week. You have the unique ability as a speaker to both entertain and educate people. Our audience all felt you had a good understanding of our business challenges, and were darn funny at the same time. Your presentation was the perfect mix of a serious business based message, along with a very funny and engaging delivery. He is a very talented, entertaining and compelling speaker. I would strongly recommend Michael Kerr to any company as I would use his services again without question. ”

Dave Thompson, CFO & President,
Sandvik Canada, Inc.

Key Messages in Putting Humour to Work for Less Stress and More Success

- Attitude rules: The two fundamental attitude choices people make every day at work
- Building a culture that champions the role of attitude in success
- The humour advantage: How humour can help drive individual, team, and organizational success and why there's nothing trivial about humour, fun, and happiness in the workplace
- The chicken-and-egg relationship between humour and success: How humour is both a tool FOR great success AND the product of greater success at work
- Why honoring workplace values such as humour is the key to success
- What humour at work is NOT about: No, it's not about telling jokes, being funny, being unprofessional, or being the office clown
- What humour at work IS about: Practicing safe, professional humour that encourages people to take themselves lightly so they can work more effectively than ever
- Flexing your funny bone: How accidental humour can boost your humour sense
- Three effective Rs of putting humour to work to manage stress, change, and conflict in the workplace
- Why humour can lower absenteeism rates, promote a safer workplace, and be part of a successful workplace wellness program
- The impact of your workplace culture on employee morale, engagement, and teamwork, and how humour can help create a culture of recognition and celebration
- The importance of creating rituals and traditions in the workplace to build a strong culture
- The humour advantage as a customer service tool: How humour can help brand your business and wow your clients by helping you stand out from the herd
- Using humour to communicate more effectively: How humour helps build trust and relationships at work, helps your messages stand out, and turns your meetings into events that people actually look forward to!
- Ha + Ha = AHA! Why humour is considered one of the top catalysts for creative thinking
- Getting started: Okay, so what next? How do you build a more fun, humour-filled workplace culture? How do you turn Michael's inspiring ideas into long-term success?

Who is this topic best suited for?

Because the messages in Putting Humour to Work are universal, Michael has spoken to virtually every type of industry and profession imaginable, from blue-collar factory employees to Fortune 500 CEOs, in audiences ranging from nine to 3,500 people.

Of course Michael will tailor his messages, examples, and stories to his audience, and he's happy to work with you to focus on the key messages you want emphasized. Some clients, for example, hire Michael to discuss the links between customer service and humour, while others want the focus to be solely on managing stress in the workplace.

Michael will also tie the topic into whatever theme you may be celebrating at your conference or workplace event, and he can even suggest alternative titles that will better reflect your theme.

Length

45 minutes to a full day.

Keynotes are typically 45-90 minutes.

Workshops include one-hour breakout sessions; 3-4 hour half-day workshops, and 5-6 hour full-day workshops.

The Result?

Plenty of laughter, great energy, and a host of relevant ideas that will have a long-lasting impact on your team. Employees will gain a different perspective on their workplace, and understand how their own attitude and use of humour can affect both their own success and the success of your entire organization.

TOPIC #2

Inspiring Workplaces – The Way Work OUGHT to Be!

Why this Topic?

Leadership guru Peter Drucker once said, "Culture eats strategy for breakfast." And for good reason: Workplace culture drives success, and successful organizations don't leave their culture to chance. If you want phenomenal results, it starts by being intentional about building a great workplace culture. People don't just want to be inspired at work, they need to be inspired at work.

Why Your Event?

Inspiring Workplaces is a fun, high-energy presentation that challenges conventional thinking about the workplace and reminds people of the vital role work plays in our lives. Because the presentation takes a holistic look at the workplace, Michael touches on many different topics, which means that everyone will find something that resonates with them. And because it's the "40,000-foot view" of the workplace, the program will tie into almost any event theme.

Presentation Goal:

To deliver as much relevant, practical content and inspiring ideas on how to build a fun, positive, high-performing culture as possible, and deliver those ideas in a fun (sometimes even hilariously outrageous) way so the ideas stick! The presentation includes door prizes (usually copies of one of Michael's books), as well as digital resources and e-books for you to use as you see fit.

“ In all my years at Keyano College, I have never seen our staff laugh as hard as they did during Michael Kerr's Inspiring Workplaces sessions. His delivery and content, combined with his ability to connect to the audience made for a memorable afternoon. He infused his sense of fun with common sense facts and theories that we can apply for a long time to come. If we are asked if we would hire this presenter again, the answer is "Absolutely!" Michael Kerr delivered on a promise to provide a dynamic presentation, and then some. If you're looking for a presenter that will entertain, energize and inform, Michael is the answer. ”

Russell Thomas, Director Marketing and Communications, Keyano College

“ 97% of participants rated your presentation as having met or exceeded their expectations, in fact, 69% said you exceeded their expectations. You were the best rated speaker of the plenary sessions, and your energy largely influenced the entire experience of the conference. ”

Mary Anne Yurkiw, Food Matters Conference Chair

Key Messages in Inspiring Workplaces *

- Why work matters: The impact of work on our lives, our families, and our communities
- What is culture? Inspiring questions to take back to your workplace
- Three key ways to build a culture of positive attitude
- What really motivates people at work: Turning employees into life-long ambassadors for your organization
- Co-creating an inspiring, collective vision and keeping the flame alive
- Valuing your workplace values: Why actions really do speak louder than words and why embracing your values should make you feel uncomfortable at times
- Creating a "service first" culture and the relationship between service, teamwork, and leadership
- Inspiring open and honest communication: It's not just what you say, it's how you say things that matters!
- Moving from complaining to explaining
- Why there's nothing small about small talk at work
- The difference between efficient communication and effective communication
- You've GOT to start meeting like this!
- Three reasons you need to create a culture that values creativity, change, and innovation; three ways to foster more creativity at work
- Putting humour to work for less stress and more success
- Creating a culture of recognition and continuous celebration: What really motivates and engages employees at work
- Being intentional about your workplace culture: Keeping the messages and inspiration alive

* *This is a list of messages that are covered in a half, full-day, or two-day workshop. For a shorter keynote presentation, Michael does his best to highlight the messages most relevant to you!*

Who is this Topic Best Suited For?

Because the messages in Inspiring Workplaces are universal, Michael has spoken to virtually every type of industry and profession you can imagine, from blue-collar factory employees to Fortune 500 CEOs, in audiences ranging from nine to 3,500 people.

Michael tries to touch on as many points as possible, since the primary goal of the presentation is to get people thinking about the interconnectedness of workplace challenges. Of course Michael will tailor his messages, examples, and stories to his audience, and is happy to work with you to focus on the key messages you want to emphasize.

Many clients ask for a combination of Putting Humour to Work and Inspiring Workplaces, and Michael is happy to oblige. Other clients book Michael for a Putting Humour to Work keynote, then follow up with a breakout session focused on the broader messages within Inspiring Workplaces.

Michael will also tie the topic into whatever theme you may be celebrating at your conference or workplace event, and he can even suggest some alternative titles that will better reflect that theme.

Length

45 minutes to a full day.

Keynotes are typically 60-90 minutes.

Interactive workshops include one-hour breakout sessions; 3-4 hour half-day workshops, 5-6 hour full-day workshops, and two-day workshops.

The Result?

Plenty of laughter, great energy, and a host of relevant ideas that will have a long-lasting impact on your workplace culture, which will ultimately drive greater overall success. Audience members will gain a new appreciation of the impact of work on their lives, and the impact of their attitudes and behaviours on their colleagues and customers. Above all, audience members will be reminded of the need to be intentional about building a great workplace culture.

TOPIC #3

Inspiring Leadership: Creating a Purpose-Driven, Values-Based, Innovative and Yes, *Fun* Culture for a 21st-Century Workforce

Why This Topic?

Culture drive success. When I ask inspiring leaders from around the world what's been more important to their success – business strategy or culture, 95% say it's their culture.

But great cultures don't happen by accident. An inspiring culture requires a dedicated commitment by every leader in an organization. The *Human Capital Institute* suggests that 70% of a leaders' time should be focussed on talent development and culture building – culture is just that important. So if you want an inspiring culture, there's no getting around it – you **need to invest** in making that happen!

Why Invest in Inspiring Leadership Training?

Providing your leaders with the insights, inspiration and tools to focus intentionally on building an inspiring culture will help you:

- Build a culture that delivers better bottom line business results
- Foster a culture that will attract more employees who are a better fit for your organization
- Improve your employee retention rates and reduce employee absenteeism rates
- Build greater resiliency in the face of unexpected change
- Build a culture where leaders and employees actively seek out change, challenge assumptions, and become restless with the status quo
- Build a culture that thrives on ideas and turning ideas into action
- Build a culture that puts people first and service first
- Reduce silos and improve teamwork
- Reduce stress and conflict in the workplace
- Increase happiness levels of nearly everyone in your workplace (*"nearly everyone" because, let's be honest, no matter what you do, there's just no pleasing some people*)

“ Mike held the full attention of our Senior Management Team for a full FOUR hour presentation – no small accomplishment! His style is highly energetic, and the information he imparts with fl air and humour are applicable to everyday life and work situations. Mike's management philosophy is a fantastic approach that I have encouraged my team to carry forward. I've heard nothing but positive reviews from the team, and absolutely recommend Mike's fabulous persona without hesitation. ”

Martine Rothblatt, Chairman & CEO,
United Therapeutics

“ One of the most enjoyable keynote speakers we have worked with. You accommodated our requests and delivered exactly what was asked for – a presentation that rejuvenated the management team. Not only was it entertaining, it contained valuable lessons for our managers to take back to the office. ”

Peter Panaritis, President, Brinks Canada Limited

What Participants Will Learn

With dozens of real-world, relevant examples, participants will learn:

- Why culture is everything and everything is culture
- 5 questions to keep asking about your culture
- Leadership vs. manager-ship: What's the difference and why does it matter?
- How your culture connects with your branding
- Recruiting and hiring: Why finding the right people is critical, hiring for attitude, and hiring for a culture fit
- The on-boarding process: How to teach your culture to new employees
- The role of mentoring, training, and coaching in building a strong culture
- Being on purpose: Why "why" matters now more than ever and why your vision statement might be giving everyone a case of the "blahs"
- Shifting attitudes: Shifting employees from a job mindset to a calling mindset
- Valuing your values: How to communicate your values, celebrate your values, and make sure your values actually mean something
- Motivating the troops: Why money isn't always honey, what most organizations get dead wrong about this topic, and 5 powerful Ps for more effective motivation
- Customer service is an inside job: Creating a "service-first" culture where everyone understands that some of their most important customers are sitting right next to them
- Communication is everything and everything is communication: Shifting from being merely efficient to being truly effective with your communication
- Getting your meetings right. How daily team huddles can strengthen your culture and why getting your meetings "right" is critical
- How to drive more creativity and innovation: Building a culture that challenges assumptions, questions everything, creates a safe space for ideas, and turns passion and ideas into action
- The humour advantage: Why leaders need to demonstrate a healthy sense of humour and how humour both drives and reflects an inspiring culture
- Five effective ways to jumpstart a culture shift

Who is this topic best suited for?

Frontline supervisors, middle managers and senior leaders looking to re-energize their workplace culture to drive phenomenal results. A version is also available for all-employee events that include frontline employees.

Length

45 minutes to two day workshops.
Keynotes are typically 60-90 minutes.

Interactive workshops include one-hour breakout sessions; 3-4 hour half-day workshops, and 6 hour full-day workshops.

“Your dynamic and interactive training workshop was the highlight of our conference. To this day, years later, when our management teams gets together we will often refer to the topics that you enlightened and enriched our lives with! ”

Steve Enns, Vice President and General Manager,
TGS Harvard Management

TOPIC #4

Inspiring Change at Work: How to Drive Innovation, Spark Creativity, and Turn Ideas Into Action

Why This Topic?

Every one of my client tells me they are grappling with unprecedented levels of change in their organization. To which I respond, "Welcome to the club!" Without question the pace of change is accelerating. You have three choices: Innovate and lead the change, adapt to the change that's happening around you, or... settle for the status quo and eventually put a "FOR SALE" sign up on your business.

But here's the deal: Change isn't something that happens periodically - you need to build it into your cultural DNA so your leaders and employees understand that change is a welcome, positive and necessary force in your organization. You need to equip them with tools that will help them be more resilient in the face of change.

Because ideas are the currency of success that drive change forward it's essential that you nurture a culture that supports creativity and innovation. You need ideas – both big and small, that will help you lead change and adapt to change. You need ideas that will help you stand out from the herd. And you need ideas that will help you achieve the results you deserve and the results you need!

Why Your Event?

Whether it's a thought-provoking keynote or an interactive breakout session or workshop, this presentation is sure to get your participants thinking in new ways and fired up about the challenges they face.

Presentation Goal:

To deliver as much relevant, practical content, and inspiring ideas on how to build a culture of creativity that's more resilient to change, but deliver those ideas in a fun, sometimes hilariously outrageous way, so the ideas stick! The presentation includes door prizes (typically copies of one of Michael's books), as well as a suite of on-line resources for you to use as you see fit.

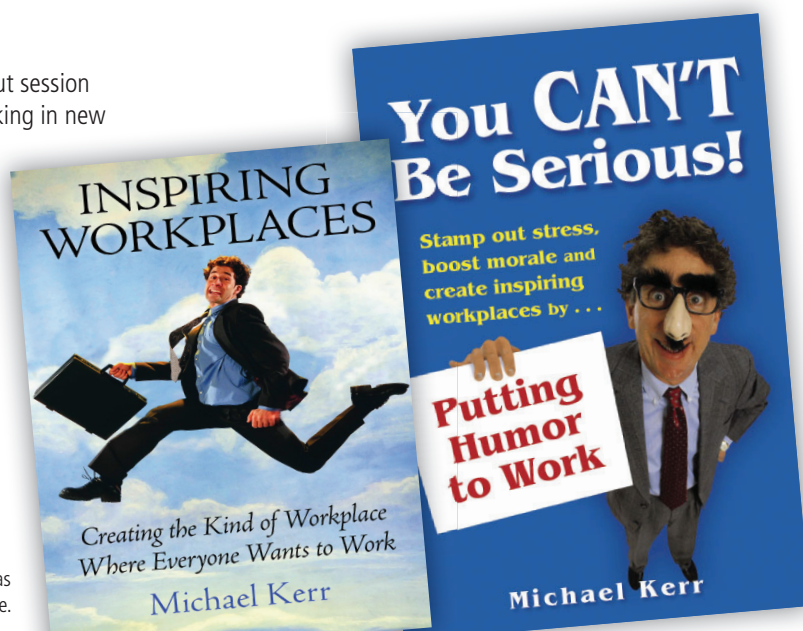
Many clients order copies of Michael's books as fabulous value-added gifts for the audience.

“ Michael, your keynote was exactly what we were looking for to kick things off – high energy, packed with great ideas, and laugh out loud funny. The feedback from the store managers was incredible, and you left everyone with positive energy to take back to the workplace. ”

Tamara Jackson, Loblaw Companies

“ Many of the head office staff thought you were the best keynote speaker we've ever had! Thank-you for your invigorating and energizing keynote presentation. ”

Tanya Dusyk, Territory Manager,
Shell Canada



Key Messages in Inspiring Change at Work

- So... what's new? The unprecedented pace of change and why you should care
- Three ways you need to change how you look at change
- Communicating for a change
- Three reasons why you need to be in the business of ideas
- Is the workplace really a place where ideas go to die?
- Creating a culture and mindset that questions the status quo, that challenges assumptions and that drives curiosity
- Inspiring questions for inspiring workplaces
- What a great idea! How to get more ideas and better ideas
- Ha + Ha = AHA! The role humour plays in the creative process
- Changing perspectives: How creativity can break down walls and build stronger teams
- Idea-building language and behaviours: What keeps creativity and change flowing at work?
- Idea-squashing language and behaviours: What blocks change and creativity at work?
- Three key ways to turn great ideas into action
- Five critical motivational triggers that will help employees embrace change and new ideas
- Creating a "go the extra inch" and a "go the extra mile" mindset to leading change

Who is this topic best suited for?

Inspiring Change at Work is ideal for any organization or team that is overwhelmed by change, struggling to manage change, looking for a competitive advantage, or simply wanting to energize their culture and remind everyone of the dangers of complacency. Because change and innovation is so affected by leadership and has such a huge impact on employee morale, it's also an ideal topic for leadership retreats and conferences.

Length

45 minutes to a full day.

Keynotes are typically 60-90 minutes.

Interactive workshops include one-hour breakout sessions; 3-4 hour half-day workshops and 6 hour full-day workshops.

The Result?

Audience members will gain a new appreciation of just how important embracing change, driving innovation and thinking creatively is to the success of your organization. They will see the vital links between change, creativity, and effective communication, understand the important role creativity plays in driving employee engagement, and most importantly, learn the behaviours that support change and turn ideas into action!

“ Michael brought the room immediately to life and everyone thought he was hilarious. People said he was exactly what we needed at that point and that his message aligned well with our culture and gave us good ideas to build on. ”

Jordan-Scott Sleightholm,
Farm Credit Canada

TOPIC #5

The Humour Advantage: Why Some Businesses Are Laughing All The Way to the Bank

Why This Topic?

Based on Michael's wildly successful book *The Humor Advantage*, this presentation is geared towards business owners, managers, HR managers, front line customer service employees and any business employees interested in how to brand their business effectively to attract employees and customers, provide outrageously effective customer service and boost sales to new heights. It's about leveraging your humour advantage to get the results you want... and the results you deserve!

Why Your Event?

Not only is this presentation wildly entertaining and guaranteed to keep participants awake and laughing, it's packed full of inspiring business success stories from around the world and jammed to the brim with real-world, relevant results that participants can put to work immediately.

Presentation Goal:

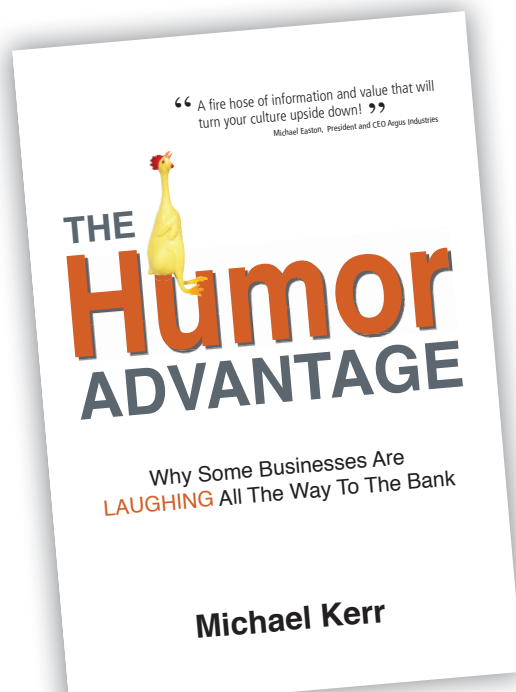
To help businesses grow and achieve outrageous results. Michael loves working with business leaders who are passionate about growing their business, who want to exceed their customers' expectations and who want to build an inspiring business that leaves a lasting legacy. Michael's goal is to *inspire* audience members by sharing real world examples and to give audience members the ideas and tools they need to act upon that inspiration.

“ We left our time with Michael feeling energized and more like a FUNancial institution. If your organization doesn't see the value of infusing humour at work, they certainly will after a presentation from Michael Kerr! ”

Alex Castley, Communications Manager,
Integris Credit Union

“ Mike was awesome! Loved the content, alignment with the audience and passionate delivery. ”

Dale Moldenhauer, Gordon Food Service,
Director of Sales



Key Messages

- How to brand your business as a great place to work to attract top talent
- Hiring with humour and for humour: Why great businesses hire first and foremost for attitude
- Why customer service is potentially your #1 competitive advantage
- Customer service is an inside job: How great companies build a service-first culture
- How to brand your business to stand out from the competition and attract new customers
- Social media branding: The do's and don'ts of using humour to stand out with your social media
- Why pay for advertising when leveraging the humour advantage can attract free publicity?
- Five keys to effective branding with humour
- Why you need to STOP providing good customer service!
- Five reasons phenomenal customer service matters more than ever
- The difference between long-term customers and truly loyal customers
- The two things every business needs to do consistently to stand out from the herd with its service to create passionate, loyal customers
- Would you like a pet frog with that? How humour helps boost sales
- Adding humour to every point of customer contact
- The importance of going the extra inch and going the extra mile with your customers

Who is this topic best suited for?

Small to mid-sized service-oriented company leaders looking to gain a competitive advantage; HR managers interested in creative recruitment, hiring and training practices.

Of course Michael will tailor his messages, examples, and stories to his audience, and he's happy to work with you to focus on the key messages you want emphasized. Michael will also tie the topic into whatever theme you may be celebrating at your conference or workplace event, and he'll be happy to suggest alternative presentation titles that will better reflect your theme.

Length

45 minutes to a half-day workshop.
Keynotes are typically 45-90 minutes.

Workshops include one-hour breakout sessions; 3-4 hour half-day workshops, and 5-6 hour full-day workshops.

The Result?

Lots of laughter, but more importantly, plenty of inspiration and dozens of phenomenal, relevant ideas that will translate into increased sales and success for your business. Audience participants will be so energized that they won't be able to WAIT to get back to work to implement the incredible ideas!

“ Mike's ability to bring an audience together and demonstrate the value of humour in the workplace is exceptional. ”

Brian C. Ferguson, Vice President, Encana

TOPIC #6

Hire, Inspire and Fuel Their Fire: How to Recruit, Onboard and Train New Employees to Live Your Culture Out Loud!

Why This Topic?

You cannot create a rocking, innovative, service-first culture without getting your hiring, onboarding, and training right! As the old mantra warns: "If you hire wrong, you can do no right, but if you hire right, you can do no wrong!"

So this is an essential topic for leaders who understand the significant costs associated with a bad hire and, conversely, the enormous benefit of finding top talent who are a perfect fit for their organization.

Participants will love Michael's unique take on this highly in-demand topic and appreciate the many insights and innovative ideas based on Michael's extensive interviews with CEOs, senior managers, and HR professionals from around the world.

Why Your Event?

Reenergized, inspired participants will walk away with innovative insights and ideas they can immediately apply to their workplace. They'll gain a deeper understanding of what it takes to create a truly inspiring workplace culture, how to reenergize their recruitment practices to attract employees who are a better fit, and they'll learn how to bring more fun, creativity, and passion into their workplace!

Whether it's a high-octane keynote, interactive workshop, or an idea-filled breakout session, this presentation will leave participants rethinking their entire approach to workplace culture. Participants will also love the bundle of follow-up e-resources packed with relevant takeaways and they'll appreciate the chance to win copies of Michael's book, *Hire, Inspire, and Fuel Their Fire!*

Presentation Goal:

This idea-packed presentation, delivered with Michael's legendary dynamic, humour-filled flair, is designed to challenge participants' perspectives, inspire them to take immediate action, and refuel their passion for their workplace culture.

“ Loved **Hire, Inspire and Fuel Their Fire** – an outstanding book with so many takeaways. It's an essential guide that should be mandatory reading for anyone who wants to take their business to the next level! ”

Kathy Mueller, General Manager,
Chartwell

“ Loved **Hire, Inspire and Fuel Their Fire** – it's filled with simple, yet brilliant ideas. I'll be touting it as a must-read to all my clients! ”

Rhonda Ozcan, Great-West Life

Key Messages in Hire, Inspire, and Fuel Their Fire

- Inspiring hiring and creative culture lessons from some of the most dynamic, successful companies around the world.
- What's the future look like? The hottest trends in recruitment and onboarding.
- Why workplace culture is your #1 competitive advantage – especially during challenging times!
- Great cultures are no accident! How to be more intentional about building an inspiring culture.
- Are employee raving ambassadors for your company? Six culture questions to help you rate and define your workplace culture.
- Less “Blah, blah, blah” and more “Rah, rah, rah”:
11 creative ways to promote your culture.
- Why hiring for a culture fit isn't always the best approach.
- Why hiring for attitude and hiring for humour is a must.
- You had me at hello! How to connect with new hires and teach your culture before they even step through your front door.
- Outrageously fun and effective ways to welcome new employees to your team.
- The top 10 ways to immerse new employees in your culture so they live your values and live your culture out loud.
- How to keep your culture messages alive and continuously foster an inspiring, innovative, service-first culture that drives outrageous results!

Who is this topic best suited for?

Workplace culture leaders, recruiters, corporate trainers, HR managers, and every level of leadership in your organization needs to embrace the importance of recruitment and understand how to continually build a better workplace culture. More and more organizations realize this topic can't be owned by just HR, it takes a company-wide approach. Every leader and every employee, needs to be involved and committed to your approach to recruitment and training, and **everyone** has a vested interest in getting your recruitment, onboarding and training right!

Length

45 minutes to a full day.

Keynotes are typically 60-90 minutes.

Workshops include one-hour breakout sessions; 3 – 4 hour half-day workshops, and 5 – 6 hour full-day workshops.

The Result?

Participants will leave the presentation feeling reenergized and excited about their work and the future of their company. They'll return to work with dozens of relevant ideas they can start implementing immediately – ideas that will have a long-lasting impact on their own careers, their own levels of workplace happiness, and their entire workplace.

“ I absolutely loved **Hire, Inspire and Fuel Their Fire** – it should be on every leader's desk and a part of every workplace strategic priority. ”

Karyn Mart, Financial
Institutions Commission

Sample Client List

Corporate Clients

AB Pacific Forest Products
 Agresso
 Agrium (x2)
 Alpine Homes
 AltaLink (x3)
 Ambest Truck Stops
 Aspen Properties
 Bacardi
 BDO Dunwoody L.L.P.
 Bell Canada (x3)
 Blue Shield of California
 Boardwalk Rental Properties
 Brinks Canada
 Bumper to Bumper
 C.B.C. Radio and Television
 Calgary Airport Authority (x5)
 Calgary Coop
 Cambridge Group of Clubs
 Canada Post
 Canadian Natural Resources Ltd. (x2)
 CDL Systems
 Cenovus (x2)
 CenturyVallen
 Chartwell Senior Housing (x2)
 CMHC (x3)
 Coast Hotels
 Colgate
 Compaq Computers
 Credit Union (x5)
 CUMIS (x2)
 Days Inn
 Deloitte Inc.
 Digital Adventure
 Eckler
 Enbridge
 Encana (x3)
 Evaz Group
 EXH Engineering
 Farm Credit Canada (x3)
 Fluor Canada Ltd.
 General Electric
 Halogen Software
 Humpty restaurants International
 Imperial Oil (x2)

Intercontinental Hotel Group
 Investment Planning Counsel
 Kiewit Construction
 KPMG
 Kronos
 Liberty Tax Services
 Loblaw's
 Magna International
 Mr. Safety Shoes
 Napa Auto Parts
 National Benefit Resources
 Neptune Food Services
 NewAlta (x2)
 Nova Corporation
 Overwaite
 Petro-Canada
 PRT growing Services
 RIM
 Sandvik International
 Saskatchewan Credit Union
 SaskTel (x2)
 Schlumberger
 Scotiabank
 Shell Canada Ltd. (x3)
 Sheraton Hotels (x3)
 Shoppers Drug mart (x3)
 Standard Life Insurance
 Starwood Hotels
 Suncor
 Telus Canada (x2)
 TGS Harvard Developments
 The Co-Operators Insurance
 The Evaz Group
 TransCanada Pipeline
 WestJet Airlines
 Wurth Canada

Associations

AB Agricultural Societies
 AB Assessors Association
 AB Chartered Accountants (x30)
 AB Funeral Services
 AB Human Resources
 AB Land Surveyors
 AB Library Association
 AB Motel Association

AB Municipal Admin.
 AB Radiology Managers
 AB Recreational Facilities
 AB Senior Citizen Housing
 AB Veterinary Assoc.
 AB Weekly Newspapers
 American Marketing Association
 American Payroll Congress
 AutoSense Conference
 Bankers of America
 BC Broadcasters Association
 BC Certified Management Accountants
 BC Municipal Safety Association
 BC Retirement Communities
 Building Supply Dealers
 Building Trades of Alberta
 Canadian Construction Association
 Canadian Energy Research
 Canadian Professional Speakers
 Canadian Society of Association Executives
 Canadian Business Travel
 Canadian Call Center Management
 Canadian Diabetes Association
 Canadian Home Builders
 Canadian Hospital Pharmacists
 Community Futures (x3)
 Canadian Institute of Forestry
 Canadian Insurance Association
 Canadian Life and Health Insurance Association
 Canadian Parks & Recreation (x2)
 Canadian Payroll Congress
 Canadian Pharmacy Technicians
 Canadian Real Estate Association
 Canadian Transportation Equipment
 Canadian Well Logging Society
 Certified Fraud Examiners
 Certified Management Accountants
 Financial Health Care Association
 Financial Management Institute

Golf Course Business Owners
 Human Resources Professionals
 Industrial Engineering
 Institute of Metallurgy
 Insurance Brokers
 International Bankers
 Landscape Alberta Association
 Manitoba Human Resources
 Manitobans With Disabilities
 Master Brewers Association
 Meeting Planners International
 Mortgage Brokers Association
 Municipal Managers of Ontario
 National Electrical Contractor
 National Quality Institute
 Pacific Centre for Safety
 Petroleum Accountants
 Pipeline Contractors
 Recycling Council of Alberta
 Registered Safety Professionals
 Rocky Mountain Fairs
 Saskatchewan Safety Association
 Travel Alberta (x3)
 The United Way (x4)
 United Farmers of Alberta
 Western Can. Tire Dealers
 Workplace Safety & Prevention Services (x2)

Government

AB Capital Region Wastewater
 AB Human Resources
 AB Municipal Administration Leaders (x2)
 AB Municipal Clerks Assoc.
 AB Urban Municipal Assoc.
 Aboriginal and Northern Affairs
 Aboriginal Business Canada
 Alberta Agriculture (x2)
 Alberta Energy (x3)
 Alberta Environment (x2)
 Alberta Gaming and Liquor
 Alberta Health Services
 Alberta Infrastructure and Transportation
 Alberta Sustainable Resources

Canadian Military (x3)
 City of Calgary (x4)
 City of Edmonton (x4)
 City of Markham
 City of Penticton
 City of Richmond
 Environment Canada (x3)
 Government Finance Officers
 Indian Oil & Gas Canada (x2)
 Industry Canada (x2)
 Measurement Canada
 Middle Managers Conference
 NWT Leaders Forum
 Parks Canada (x11)
 Public Works & Government
 Services (x4)
 Resources Development
 Revenue Canada (x3)
 Saskatchewan Environment
 Service Alberta
 Service Canada

Health Field

AB College of Pharmacists
 AB Mental Health Association
 AB Occupational Health Nurses
 AB Operating Room Nurses
 AB Radiology Managers
 AB College Medical Lab.
 Technologists
 AB College of Pharmacists
 Calgary Health Region
 Canadian Assoc. Nephrology
 Nurses
 Canmore Local Nurses
 College of Dental Surgeons
 Community Health Nurses
 Middlesex London Health
 Health Canada
 Health Care Service
 Peace Country Health
 Pharmacists Association of AB
 Rockyview Foundation
 Society of Hospital Pharmacists
 Thunder Bay District Health
 Total Care Technologies
 Vancouver Island Health
 Authority

Education Related

Alberta Teachers Association
 Arizona State University
 Calgary Board of Education
 Calgary Teachers Convention
 Dufferin-Peel Catholic District
 Durham College
 Edmonton Teachers Assoc.
 Elk Island School Principals
 Ft. McMurray Teachers
 Kamloops School District
 Keyano College
 McMasters University
 Medicine Hat College
 NAIT College
 Red Deer College
 Rocky Mountain School Dist.
 Rockyview School District
 SAIT College
 School Bus. Officials of AB
 Surrey School District

Safety Conferences

Alberta Petrochemical Safety
 BC Municipal Safety Association
 Health & Safety Conference
 Society of Alberta
 Mines & Aggregates Safety
 Prairie Mines & Royalty Safety
 Conference
 Prince George Safety Group
 Safety Codes Council of
 Alberta
 Saskatchewan Safety Council
 Western Safety Conference
 Workplace Safety & Prevention
 Services

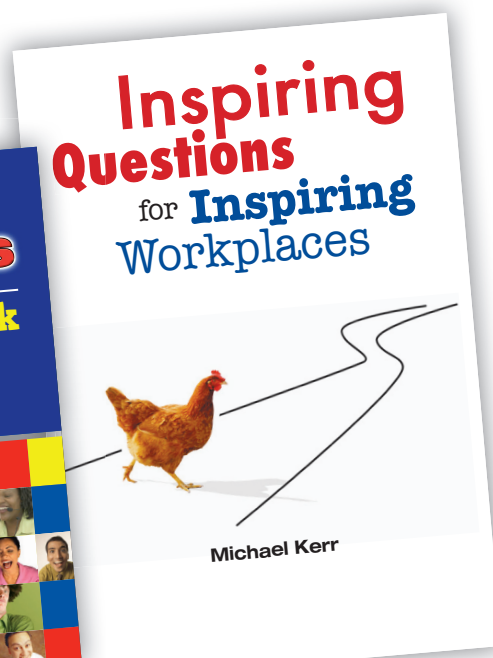
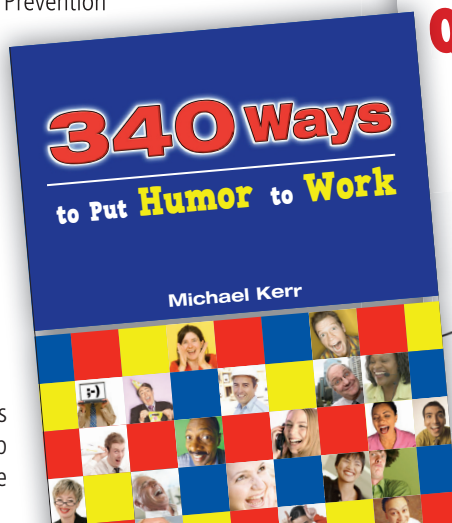
“ Your dynamic and interactive presentation was the highlight of our conference. To this day, years later, when our management teams gets together we will often refer to the topics that you enlightened and enriched our lives with! ”

Steve Enns, Vice President and General Manager,
 TGS Harvard Management

“ Your presentation really hit the mark! After seeing the reaction, our president felt it was important for you to come to our head office and address all of our employees. ”

Kathy Hammond, Conference Planner,
 The CUMIS Group Limited

Michael's e-books
 are a great follow-up
 resource



Additional Ways Michael Can Add Value

At the Event

1. Save the cost of bringing in another speaker (and their travel expenses) while adding incredible value to your event by adding another presentation for just \$1,500 per presentation.
2. If you are serious about making a long term investment in your culture, then purchasing a copy of one of Michael's books is an ideal way to do that. A book greatly increases the likelihood that ideas are implemented and real change happens. Books make fabulous thank you gifts and event mementos. We've got great bulk discount rates reserved exclusively for clients that book Michael for a presentation.
3. For a licensing fee of only \$1,000 you can video tape the presentation so that employees who were unable to attend the event are able to see it and participants at the event can stay inspired.
4. Have Michael facilitate an interactive icebreaking or teambuilding session as a great way to energize the audience and get people interacting with each other in a fun, memorable way.
5. Have Michael do an additional presentation in your community to a volunteer organization or sponsor on the same day as your event for only an additional \$1,500.
6. Set aside a block of time where Michael can do one-on-one coaching with participants.
7. Have Michael sit on a panel discussion or moderate a panel discussion on a work-related theme.
8. Ask about a "pre-event" revenue-generating workshop before your event.
9. Have Michael sign copies of his books at your trade show as a draw to a sponsor's booth.
10. Have Michael judge a "Most Creative or Fun Business Card," "Most Creative and Effective Website," "Most Inspiring Workplace Culture" or " _____ " contest.

After the Event

1. **30 days of inspiration:** A great way to make sure his inspiring messages stay alive is Michael's 30-Day *Inspiring Workplaces* program: a 2-minute video narrated by Michael and delivered to your team's in-box each day for 30 days following your event. It's a cost effective way to make sure the ideas stick! And **if you pre-register** we'll offer a great discount on the price as part of a bundled package with the presentation fee.
2. **Customized follow up video package.** Many of Michael's clients say how great it would be if they could take Michael to work every day! Well, we've got a cost-effective solution that's almost as good: Follow-up customized videos tailored to your team, department or entire organization, focusing in on those messages and topics you want reinforced. It's an ideal way to make sure the messages stick, and it's a great way of including employees who couldn't make it to the event. Two videos-a-month, monthly, and quarterly packages are available.
3. **Follow-up webinars.** Dive deeper into a specific topic with a follow up webinar or webinar series.
4. **One-on-one or team coaching** with Michael to go even deeper and help your team get the results you need and deserve.