



## Ideas that Change Lives

» *The most inspirational data geek you'll ever meet. He might just change your life — and your entire organization.*



Marcus Buckingham addresses over 250,000 people around the globe each year, captivating audiences with insights, research, and humor that inspire people (and often entire organizations) to build stronger teams and create happier workplaces.

Building on nearly two decades of experience as a Senior Researcher at Gallup Organization, he founded The Marcus Buckingham Company in 2006 with a clear mission: to instigate a “strengths revolution.” It started, as all revolutions do, with the simplest of ideas: that when people spend the majority of each day on the job using their greatest talents and engaged in their favorite tasks, basically doing exactly what they want to do, both they and their organizations will win.

In other words, companies that focus on cultivating employees’ strengths rather than simply improving on people’s weaknesses stand to dramatically increase efficiency and productivity while allowing for maximum personal growth.

In all of his speeches, Marcus demonstrates the correlation between strengths-driven, engaged employees and business fundamentals such as turnover rates, customer satisfaction, profits, and productivity. Challenging entrenched preconceptions about achievement to get to the core of what drives success, Marcus’s strengths-based approach is a win/win scenario that, without exaggeration, will define the future of work.



## About Marcus Buckingham Leader of the Strengths Revolution

Once you've broken all the rules and launched your career by writing an instant classic management book, what do you do for an encore? If you're Marcus Buckingham, you dedicate yourself to understanding what makes world-class managers excel, bottling it, and sharing it with the world.

Marcus first conquered the bestseller lists in 1999 with *First, Break All the Rules*. While the title may imply an iconoclastic streak, his continuing plea for managers to break with tradition has nothing to do with rebellion; instead, he argues, rules must be broken and discarded because they stifle the originality and uniqueness — the *strengths* — that can enable all of us to achieve our highest performance. The goal is to provide team leaders with the insights and tools they need to turn talent into performance and drive the organization toward greater success and productivity.

The definitive treatment of strengths in the workplace can be found in his best-selling books:

*First, Break All the Rules* (coauthored with Curt Coffman; Simon & Schuster, 1999); *Now, Discover Your Strengths* (coauthored with Donald O. Clifton; The Free Press, 2001); *The One Thing You Need to Know* (The Free Press, 2005); *Go Put Your Strengths To Work* (The Free Press, 2007); *The Truth About You* (Thomas Nelson, 2008) and *Find Your Strongest Life* (Thomas Nelson, 2009).

Building on the success of *StandOut* (2011), *StandOut 2.0* has launched not just a strengths assessment but an entire productivity platform based on a new research methodology to reveal a person's top two "strength Roles" — areas of comparative advantage. *StandOut 2.0* goes beyond description to give people practical innovations that fit their strengths, and give team leaders quick insights on how to get the best from each of their team members.

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As an internationally renowned thought leader and business expert, Marcus has been the subject of in-depth profiles in *The New York Times*, *Fortune*, *Fast Company*, *Harvard Business Review*, *USA Today*, and *The Wall Street Journal* and has appeared on numerous television programs, including "Larry King Live," "The Today Show" and "The Oprah Winfrey Show." He is routinely lauded by such corporations as **Toyota**, **Facebook**, **lululemon**, **Coca-Cola**, **Box**, **Master Foods**, **Wells Fargo**, **Microsoft**, and **Disney** as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and sustain long-lasting personal success.