



Zen Sher

Using his TRUST Success Model® to help leaders recruit, develop and retain top diverse talent

SIGNATURE TOPICS

Success Through TRUST: 3 Keys to Successful Diverse and Remote Teams

- Discover how the TRUST Success Model® can transform and build culture for diverse and remote teams
- Unlock the potential of addressing 3 human needs to create a motivational environment that improves engagement, talent retention, and productivity
- Learn how to use behavioral styles when leading diverse teams of race, gender, and age to increase productivity, revenue and profitability

What's TRUST Got to Do with It? How to Win the War on Talent

- Discover how TRUST is key to leading a diverse, multigenerational workforce.
- Gain practical ideas for recruiting, developing, and retaining top talent
- See how to address the 3 keys to employee motivation and loyalty
- Discover strategies and tactics to promote teamwork and engagement

World-Class Leadership on a Shoestring Budget

- Uncover ways to develop today's and future leaders for long-term success
- Grasp the strategic value and ROI of a leadership development program
- Learn practical and effective ways to create a world-class leadership development program, like a *Fortune 50* company, with little or no budget
- Discover how a Leadership Development program can help to recruit, develop, and retain top talent

Maximizing LinkedIn (Keynote or Workshop)

- Build and enhance your personal or business brand
- Strengthen your profile to attract recruiters and business prospects
- Use the platform to promote yourself and/or your business
- Find the right job or clients and the people who can help you.

Leadership Challenges

- Companies with disengaged employees have 15% lower profitability while highly-engaged employees are 21% more profitable.
- A 2023 LinkedIn survey revealed that 61% of U.S. workers are considering leaving their jobs. (72% of Gen Zers and 66% of millennials.)
- The average tenure of an employee is 4.1 years.
- It costs 33% of an employee's salary to fill a vacancy.
- A lack of diversity is a competitive disadvantage.

Ken's talks help companies...

- Recruit, develop and retain the right talent.
- Develop current and future leaders to lead diverse and remote teams.
- Create, develop and motivate teams for continued success.



REVIEWS

"Ken Sher is an excellent speaker who delivers very useful and practical information to his audience in a very energetic and engaging way."

Andrew Braun,

Growth & Development Director
Northwestern Mutual

"Ken is a dynamic, engaging and motivational speaker. His talks provide relevant and practical actions for his audience to take."

Tom Emmerth,

Sr. Project Manager, Volvo IT

Excellent motivational speaker. Ken was easy to work with and his talk hit the mark with practical ideas about finding meaning in work and improving communication...very inspirational. I highly recommend Ken as a motivational speaker.

Kaylin Lane

Corporate Event Planner