



THE MOST REQUESTED JASON BARGER KEYNOTES



Jason Barger is the bestselling author of 'Breathing Oxygen', 'Thermostat Cultures', 'ReMember', and 'Step Back from the Baggage Claim.' He delivers over 50 engagements worldwide annually with the mission of engaging the minds and hearts of people. All presentations are tailored to meet the needs and perspectives of each unique audience.



BREATHING OXYGEN

How **positive leaders** give life to winning cultures

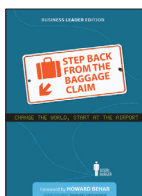
What air are your people breathing in each day? Decades of research shows people leave people, not jobs. Studies report that only 23% of employees trust their leadership and future direction of their organization. Positive, healthy thinking is as essential to great leadership and building a winning culture as the air we breathe. Leading yourself and a team of people has never been more complicated than it is today. In this Breathing Oxygen keynote, Barger shares how key mindsets bring energy to every team, expand their productivity, retain great people, and attract others who are in search of a more compelling culture.



THERMOSTAT CULTURES

How people proactively **set the temperature** for the culture they desire

What temperature do you aim to set for how you do what you do? Do you have an intentional strategy with your people to shape your culture? Research continues to show that only 20% of people feel connected to their culture, yet 90% say that is exactly what they want. The best leaders and organizations engage the minds and hearts of their people and proactively shape the culture for HOW they move, together. *Thermostat Cultures* is about the proactive process the best leaders and teams lead in order to inspire and engage the people around them. What temperature will you set with the people in your life and career? This engaging keynote showcases the process iconic brands and teams use to intentionally shape the culture they want for tomorrow!



STEP BACK FROM THE BAGGAGE CLAIM

Stepping back to move forward with **Mission and Servant Leadership**

How do we respond to obstacles, delays and cancellations in life and work? How we move through the world each day impacts our outcomes, experience and those around us. Research continues to remind us that the authoritarian style of leadership burns bridges rather than builds them. Power within groups of people has shifted and it no longer sits in the top down style of leadership. Hierarchy has been put on the shelf and people who serve, engage and bring people into participation in the culture are thriving. They serve a Mission greater than self and inspire others to bring their gifts to strengthen the whole. Sometimes we need to just step back from the baggage claim and then respond with action. In this keynote, the audience is challenged to step back from their own routines and identify ways to stay focused on the Mission and opportunities to serve.



BUSY VS. EFFECTIVE

ReMembering purpose while **navigating through times of change**

Are you busy or effective? In a world that often honors busyness over effectiveness, where are your opportunities to lead change? Technology and the world as a whole are changing rapidly every day. You must have a philosophy for how you and your team will approach the change. What was here to stay yesterday is already gone today. In times of constant change, leaders must have a mindset that visions for the future, but embraces agile thinking in their plans. They preserve the core and stimulate progress at the same time. The best leaders, teams and organizations teach their people to utilize the 6 A process for leading change in order to effectively navigate their way through times of change. This keynote gives a thought-provoking look at the change process and equips you with a framework to move forward.



SEEING WITH NEW EYES

How the most **innovative people** see new possibilities

Are you stuck in a rut or do you see new creative possibilities? What is to be learned from the lessons of the Sky Mall magazine, Heinz 57 Ketchup, the Pop-a-Shot arcade game, a British grocery store chain, and Pike's Place Fish Market? Why was Dunkin' Donuts able to expand their growth globally while Winchell's Donuts growth inched along? How do innovative thinkers think and how is it impacting our world in the age of AI, Amazon, Airbnb, Netflix and Uber? In a world that is changing so rapidly, the best leaders, teams and organizations must learn to practice innovation in small ways in their operations, keep their eyes open for big moves, and agile enough to keep their mission alive. In this fascinating keynote, participants minds will be flung open and at the same time delivered tangible questions to lead the next innovations along their path.



Testimonials

Anybody who works with Jason at any time is getting a real gift. Jason, and his books, aspire to make a difference – and are doing so as more people put this spirit into action in their organizations. He offers valuable reminders and simple principles that can guide the leadership actions you take in your own life and business. In the midst of obstacles, delays, and cancellations in business, the way your people respond to challenges will determine your level of success.

Howard Behar
former President, Starbucks Coffee

Jason came to Quito, Ecuador to give a speech to some of the most influential business owners of the city. His presentation skills, his way of engaging the audience, and his sense of humor make Jason a great speaker whom I would love to see again in any venue anywhere in the world!

Alfredo Angel
Entrepreneurs' Organization

Jason is an incredibly engaging and dynamic individual who provides keen insights into some of the myopia that often surrounds strategic planning, business decision-making, and organizational effectiveness. He delivers powerful messages through real world storytelling.

Steven Kase
Stanley Black & Decker

We would hire him again in a minute.

Lee Peterson
WD Partners

Jason's ability to connect with the audience and convey complex ideas in an engaging and relatable manner truly set the tone for the entire conference. The way he seamlessly wove together your experiences and lessons into a narrative that resonated with our theme was both inspiring and motivational. The feedback from our conference attendees has been overwhelmingly positive!

Andrew Kindfuller
CEO, Venu+

Working with Jason at such a critical point in our company's growth, was one of the best things we could have done to solidify our new direction. Through his keynote, he was able to make impactful connections between his research and expertise in culture with our new purpose statement. His book *Thermostat Cultures* will give our general managers an anchor to revisit keeping our focus on intentional and purposeful culture evolution. I look forward to continued partnership with Jason!

Kendall Harrell
Head of People & Culture, Caribou Coffee

Jason's passion about change and a positive environment has been the missing link as we move to change our culture and develop our leadership team. With Jason by our side, I feel we have made great strides. Our leadership team is taking a more proactive approach to understand what our peers need from each other. Jason has been a true difference maker. The challenge to our team was "Don't just buy-in, be a champion, be an ambassador."

Scott DeLong
CEO, CRSI

We were fortunate to have Jason participate in our Top GM Conference as our keynote speaker. His messages around creating "Thermostat Cultures" were perfect and really resonated with our audiences, both GMs and senior leadership. Throughout the conference, our GMs referenced messages Jason shared and their feedback pointed to Jason's keynote as one of the highlights of our conference. Jason helped elevate our conference and we look forward to partnering on future events.

Coley O'Brien
Chief People Officer, Wendy's



JASON BARGER

WORKSHOPS

WORKSHOP OFFERINGS

60-120 minute breakout workshops for a deeper dive are available for all keynote topics above, plus the targeted related topics below. As with all keynotes, each workshop is also tailored to meet the unique needs and perspectives of each audience.

Culture-Shaping Strategy To Set The Temperature For Your Thermostat Culture Do you have alignment on the culture you aim to create? Can you articulate it?

What does it look like in action and behavior? What strategies do you have in place to engage the minds and hearts of your people to create the culture together? This workshop takes a deeper dive into the strategic culture-shaping process.

The 6A's of Leading Change: Assess / Align / Aspire / Articulate / Act / Anchor Most people don't sit around and study change theory. However, if you understand the patterns for how true change is led, clarity emerges. This workshop helps teams assess their current state and plan for the changes they aim to lead into the future.

7 Attributes of 21st Century Leadership The term 'Leadership' has been hijacked and we often use the term but don't take the time to define what truly compelling, influential and effective leadership looks like. This workshop dives into 7 attributes of 21st century leadership to help gain clarity, alignment and action planning for the road ahead.

How To Have More Effective Courageous Conversations Communication is king. Too many teams and organizations waste too much energy by avoiding conversations they should have or when communication becomes inefficient and unclear. Every human, let alone employee and leader, benefits from learning core foundational aspects about how to have a truly effective courageous conversation that leads to positive results. This workshop provides a framework for more effective courageous conversations.

Onboarding New Employees Culturally To Your Team Culturally onboarding new team members is as important as anything. Too many teams and organizations onboard their employees only with logistical information and "what" the employee is going to do on the job. The best teams and organizations also help onboard team members culturally by developing not just "what" they are going to do but "how" we do it here. This workshop focuses on Core Values as well as best practices related to service & hospitality that matter for all roles in an organization.

Time Management (Daily & Weekly Strategies In A Distracted World) We've never lived in a more busy, cluttered and distracted time in the history of the world than we do today. The result, we've perpetuated more "busyness" than "effectiveness" within our teams and organizations. This workshop will focus on daily and weekly tools to help employees and leaders focus their efforts for better results.