

# All In

## How the leaders develop a culture of belief & drive big results

### The Dilemma:

While most leaders understand their most reliable competitive advantage comes from their people, few know how to get their teams “all in” – convincing employees to buy into the strategy they’ve put forward. If a culture is clear, positive and strong, then people will believe what they do matters and that they can make a difference. If a culture is dysfunctional—chaotic, combative or indifferent—employees will spend more time thinking about why the people sitting next to them should be fired than getting fired up themselves.



### The Research:

Teaming up with research giant Tower Watson, #1 bestselling authors Adrian Gostick & Chester Elton present the finding of an unprecedented 300,000-person study conducted in the worst of the recession for their book *All In*. Based on this breakthrough research and their extensive consulting experience with a who’s-who of successful organizations, they present a simple roadmap that all managers can follow to create a high-achieving culture in their own teams where employees are engaged, enabled and energized.

### The Result:

Gostick & Elton offer specific how-tos for each step, and tell fascinating stories of leaders in action that vividly depict just how these powerful methods can be implemented. Audiences will learn:

- The 3 research-based characteristics of the world’s most profitable, productive organizational and team cultures
- The 7 steps today’s most successful leaders use to generate buy-in
- How managers at any level can build a productive workgroup culture of their own where employees commit to the culture and give an extra push of effort.

### The Audience:

Designed for senior leaders and managers (although sometimes tailored to include all employees) Gostick & Elton have presented “All In” to corporate audiences and association conferences worldwide. The session is typically customized to an organization’s specific culture challenges.

For speaking inquiries and availability, contact us at 1-844-668-4888 or  
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