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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.

**The goal is to provide team leaders with the insights and tools they need to turn talent into performance.**

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.
Speech Topics

The strengths revolution is built one audience at a time. Marcus approaches the task of teaching the world the strengths-based approach to work from a number of different angles, providing insights tailored to each group’s key concerns and opportunities. See the next page for expanded descriptions of each topic.

Lead from Strengths

*What do the best team leaders do differently?*

Find Your Edge, Win at Work

*How do you drive personal performance?*

High-Performance Leadership

*How do you build a culture of performance?*

Architect a New World of Work

*How do you future-proof your organization?*
Lead from Strengths

What the best team leaders do differently

• Discover the one ritual that all great team leaders have in common.

• Learn the single concept that the best team leaders apply with their teams.

• Identify your particular strengths as a team leader.

What sets great companies apart? Survey data gathered over decades’ worth of interviews with thousands of team leaders and workers around the world reveals one simple truth: there are no great companies. When you look at performance in any organization, what you find is range. And the team leader is what makes the difference. Marcus will discuss what differentiates the great team leaders and how they turn talent into performance.

Perfect for Team Leaders

High-Performance Leadership

How to build a culture of performance

• Learn the one thing that sets great leaders apart.

• Explore the 4 levers that leaders use to create a high-performing culture.

• Get clear about your organization’s core strengths.

Perfect for Executive Leaders

Find Your Edge, Win at Work

How to drive personal performance

• Discover the approach that characterizes the most successful people in the world.

• Pinpoint your competitive advantage.

• Learn how to apply your competitive advantage at work.

Perfect for High Performers

Architect a New World of Work

How to future-proof your organization

• Learn the 3 trends that will redefine the new world of work.

• Examine why all HR talent data is bad data — and learn the secret to producing good data instead.

• Discover the tools you need to build an agile, dynamic workplace that appeals to modern workforce.

Perfect for HR/Senior Executives
### Keynote Fee Schedule for Bureau

Speaking fees vary depending on event location. With advance notice, Marcus will sign books after the event. Books can be provided to attendees at additional cost. See pages 9–10 for more information about available books. For information on how to obtain copies of Marcus Buckingham’s books, please contact MarcusBuckinghamPR@tmbc.com.

<table>
<thead>
<tr>
<th>Location</th>
<th>Fee</th>
<th>20% Bureau Commission**</th>
</tr>
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<tbody>
<tr>
<td>USA</td>
<td>$65,000*</td>
<td>$13,000</td>
</tr>
<tr>
<td>Canada/Mexico</td>
<td>$85,000*</td>
<td>$17,000</td>
</tr>
<tr>
<td>International</td>
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<tr>
<td>60-minute webinar</td>
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*Required, but not included in the price: two first class airfares, ground travel and accommodations for two.  
**Bureau commission is included in the listed cost of each keynote.

All prices listed in US dollars. A non-refundable deposit totaling 50% of the keynote fee is due on contract signing to hold the agreed-upon date for the client.

For more information on booking Marcus Buckingham, contact MarcusBuckinghamPR@tmbc.com.
Details for Your Event

Use the following guidelines and resources to help plan and run your event.

To download all-new photos, video, bio and logo go to: www.tmbc.com/keynotes

Approved Short Bio

This short bio can be used in any promotional material for your event:

Marcus Buckingham is the world’s leading expert on strengths and talent. He has dedicated his career to understanding what the world’s greatest team leaders do differently and capturing their insights to change the world of work.

Requirements for Audio and Video

Please ensure that your facilities have the following equipment:

1. LCD Projector with PowerPoint presentation capability
2. Lavalier or Countryman microphone with fresh batteries
3. Two handheld wireless microphones for audience Q&A session
4. Wireless presenter for the PowerPoint presentation (we recommend a Logitech Wireless Presenter)

Suggested Introduction Script

Here is a suggested script to introduce Marcus Buckingham to your keynote audience.

Described by such diverse sources as Fortune magazine and Oprah Winfrey as a “strengths management guru” and the “leader of the strengths revolution,” Marcus Buckingham is the world’s foremost authority on helping people to engage the best of themselves in their work. He spent 17 years with the Gallup Organization analyzing what makes companies, managers, and workers excel, and he has reported the results of his research in several best-selling books, which have sold over 3.7 million copies to date. Beginning with First, Break All the Rules and continuing through his latest book and strengths assessment, StandOut, he has made it his mission to bring the message of personal strengths to the world. He has also built his own organization to teach people how to identify and engage their strengths in the workplace and in life.

Please welcome Marcus Buckingham.
Taking the concepts and strengths assessment introduced in StandOut to the next level, StandOut 2.0 launched an entire performance toolset that enables team leaders to leverage a strengths-based approach to leading, every day.

This revolutionary book and online strengths assessment goes beyond describing people’s strengths to provide targeted, prescriptive strategies for how they can leverage the best of themselves to win at work. StandOut guides people in discovering and activating their top two strength Roles — their instinctive way of making a difference in the world. Based on decades of research and analysis of the world’s top performers, StandOut offers sharp, practical, customized ideas that can help people to maximize their strength Roles at work every day.

Given all the gains that women have made in the past four decades, why do recent studies reveal that, in the aggregate, they have gradually become less happy than they were 40 years ago? And what can women today do to reverse that trend? Find Your Strongest Life examines the data behind the headlines and focuses on tips and tactics to help women build happier, more fulfilled lives by focusing on their own greatest strengths.

Featuring a series of focused exercises, a DVD and a reMEMO™ pad, The Truth About You is a revolutionary toolkit designed to help create higher satisfaction and performance in life and work. Perfect for high school and college students, young professionals, and people simply wanting to revitalize their careers, The Truth About You helps people develop the kind of clarity and passion that drives a successful and satisfying future.
Go Put Your Strengths to Work

Beginning from data showing that fewer than twenty percent of people play to their strengths most of the time in their jobs, Go Put Your Strengths to Work outlines a method for individuals to overcome obstacles (including their own doubts), identify their own strengths, and put them to use at work. Turning conventional wisdom on its head, Marcus Buckingham demonstrates why each individual is the best judge of his or her own strengths, and shows people how they can transform their jobs into labors of love.

The One Thing You Need To Know

Great managing, great leading, and career success — one controlling insight lies at the heart of each of these, and Marcus Buckingham draws on a wealth of examples to reveal the one thing you need to know. Lose sight of this “one thing” and even your best efforts will be diminished or compromised. Success comes to those who remain mindful of the core insight, understand all of its ramifications, and orient their decisions toward it. Buckingham backs his arguments with authoritative research from a variety of sources, including his own data and in-depth interviews with individuals at every level of an organization, from CEOs to hotel maids and stockboys.

Now, Discover Your Strengths

Based on 25 years of research, Now, Discover Your Strengths identifies 34 dominant talent themes and helps people understand the nature of their own particular combinations of talents. Putting the focus on enhancing strengths rather than on improving in areas of weakness, Marcus Buckingham and Donald O. Clifton provide a blueprint for understanding personal strengths and managing particular talent themes in the workplace.

First, Break All the Rules

The book that started it all explains why the world’s greatest team leaders flout conventional wisdom by breaking the golden rule, playing favorites, and turning their focus away from improving people’s weaknesses. Relying on survey data and thousands of interviews with a wide range of team leaders, Marcus Buckingham and Curt Coffman expose the deficiencies of standard management thinking.
Frequently Asked Questions

How can I arrange for Marcus Buckingham to speak at my company?

Contact us at MarcusBuckinghamPR@tmbc.com, or call us at 323.302.9810. In order to proceed with a speaking engagement, we will need to know certain information about your planned event: the date and time, the location and venue, the purpose or theme of the event, and the size and composition of the audience for the keynote. Once these details are established, we will work with your company to finalize a contract. In addition, each client will be asked to sign our speaking rider.

How far in advance do we need to book Marcus as a speaker?

Marcus Buckingham is in high demand as a keynote speaker, and we cannot guarantee that he will be available for all engagements. We recommend contacting us at least 4–6 weeks in advance of your preferred date, but we will do our best to accommodate special circumstances.

Will we be able to speak with Marcus before the event?

Yes. Four to six weeks before the event, we will arrange for a call between you and Marcus to discuss the outcome of his time with your organization. Typically, you will inform Marcus about your organization’s current issues, goals and challenges, as well as the general makeup of the keynote audience, in order to make sure that everyone gets the most out of the experience.

Can we record Marcus’s presentation?

No audio or video recording or broadcast of Marcus’s presentation is allowed without prior written approval from us.

How do we get copies of Marcus’s books?

Please contact MarcusBuckinghamPR@tmbc.com for information on how to obtain copies of Marcus Buckingham’s books. In order for the books to arrive on time for your event, we need to receive the delivery address at least four weeks in advance of the event date.

If the keynote is not in the US or Canada, can we still get books?

Yes. To arrange for international delivery of Marcus’s books, contact us by writing to MarcusBuckinghamPR@tmbc.com or calling 323.302.9810.

Will Marcus sign books after the keynote?

Yes. To accommodate Marcus’s itinerary planning, please ensure that you specify in advance that you want to include time for book signing at the event.

Where can I find more information about Marcus?

Visit tmbc.com, where you can learn more about Marcus and The Marcus Buckingham Company, and download photos, videos, and other media.

Who is responsible for making the travel arrangements for Marcus?

We will make airline and ground transportation arrangements. We ask that the client make Marcus’s hotel arrangements and provide the reservation information to MarcusBuckinghamPR@tmbc.com.

In addition to keynotes, what else can The Marcus Buckingham Company do to help us bring strengths to our organization?

We provide comprehensive solutions to help organizations and team leaders create the conditions that allow individuals to play to their strengths. To achieve the greatest impact in creating and sustaining a strengths-based culture, we recommend a blended solution involving:

- 1:1 Coaching
- Live or virtual education programs
- Trainer certification
  (for internal delivery of strengths content)
- StandOut technology

We also offer each of these solutions independently or in any combination that suits the needs of your organization.

Please contact MarcusBuckinghamPR@tmbc.com with questions regarding keynotes or any other programs.