

BRIAN FIELKOW

BUSINESS LEADER
SPEAKER | AUTHOR

■ Brian ranks at the top with his expertise, presentation proficiency and audience engagement. ■

DRIVING TO PERFECTION: BUILDING A WORLD CLASS COMPANY CULTURE

Culture is a hard-core business proposition that sets your company apart from your competition and has a profound impact on your bottom line. Brian Fielkow is a successful "main street" business leader who faces the same daily challenges as you when it comes to running a business. Brian dramatically grew his business by focusing on growing his company's culture, and now he shares what has worked – and what hasn't – with audiences internationally. By providing you with hands-on tools to create and sustain a healthy culture, Brian guides your company to new heights.

“ Strong on the inside,
unbeatable on the outside. ”

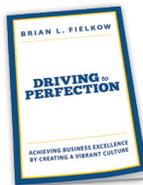
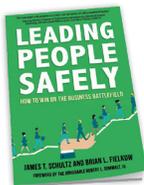
Audiences leave Brian's presentation with a toolkit of high-value, easy-to-implement ideas that can be put into action immediately. Brian's keynotes are:

- Light on theory and platitudes
- Strongly focused on "how-to" ideas
- Highly interactive. Brian takes time to get to know your audience's specific challenges and objectives prior to his presentation.

Discover the Tools to Grow Your Company's Bottom Line.

"Written in a succinct, amiable style, Driving to Perfection is a treasure trove of ideas on how to build a culture without spending a lot of money... A smart, comprehensive guidebook steeped in the rough-and-tumble realities of business."

– KIRKUS REVIEWS



Your Guide to a Healthy and Successful Company:

- Tailored keynote presentations to meet your company and audience needs
- Half- and full-day workshops to take your organization's culture to the next level
- Practical, hands-on ideas to transform your organization
- An understanding of what a thriving culture looks like and concrete action steps to creating one
- Low-cost, high-reward implementation strategies to establish and sustain company culture.

His presentations address:

- What is culture, and why is it important
- Tools for leaders to drive organizational change
- Strategies to anchor your culture to your front-line employees
- How to identify culture killers and drive them out of your organization
- A game plan to put ideas into action immediately.

"Brian delivered his keynote to the Houston Texans' business leadership team. Brian's presentation was engaging and relatable, and our team left with ideas that we will immediately implement to take our winning culture to an even higher level. Rather than offer platitudes that sound great but lack a "how to" component, Brian offered our team value-added tools that we will now adapt and implement as we enhance our internal culture. Whether you're running an NFL franchise, a Main Street business or non-profit, and regardless of the size of your organization, Brian's keynote will help you create a championship culture for long term success.

– JAMEY ROOTES,
President, Houston Texans



MEET BRIAN:

Active, hands on CEO responsible for \$200MM logistics company. 30 years of executive leadership experience. Brian relates to his audiences as a peer. Practical, hands on advice. No fluff!

Experience leading privately held and Fortune 100 companies. Solutions that work in all environments. Easy to implement – High Value – Low Cost!

Presented internationally to tens of thousands on the how to build a healthy company culture.

Nationally recognized thought leader on topics of building engaged workforces and cultures that deliver bottom line results. Featured frequently in national media outlets including Fox Business, Inc, Wall Street Journal and Entrepreneur.

One of Houston's most admired CEO's (Houston Business Journal); National Safety Council Distinguished Service to Safety Award; Vistage International Leadership Award.

Fun fact! Brian co-wrote "Island Inside Me" with Anuheha. The song topped out at #1 on Hawaiian radio.



2018 NSC Award Winner



**CONTACT BRIAN TO
BEGIN YOUR JOURNEY.**

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DRIVING TO PERFECTION

KEYNOTE OVERVIEW

THE FOLLOWING ARE core messages contained in Brian Fielkow's Driving to Perfection keynote. Content is customized to the requirements of each audience.

Culture is your ultimate competitive weapon. Your clients do not pay a premium for your product or service. You earn premium pricing because you deliver your product or service better than your competition. Your ability to consistently outperform your competition is a direct function of the quality of your company culture.

Take your front lines with you. A healthy culture is leader driven and employee owned. Often, a disconnect exists between the C-suite and employees responsible for executing in accordance with your culture. Brian teaches how to anchor your culture organization wide. Brian forcefully reminds leaders of their responsibility to act in alignment with company values.

Values vs Priorities. A company's culture must be anchored in non-negotiable core values. Yet, daily priorities can cause a company to compromise or ignore core values. This is the point when quality and customer goodwill erode. Brian teaches how to ensure your organization is grounded in its non-negotiable core values.

People + Process = Culture. A healthy culture occurs with the convergence of the right people and process functioning in harmony. Yet, so many company failures arise when employees fail to follow process. Brian shares how to ensure process is understood and followed consistently to promote the best outcomes.

Culture Killers. Complacency, silos and lack of accountability will derail your culture. Brian addresses each of these challenges and how to drive them out of your organization.

The Three T's

The Three T's are: Treatment, Transparency and Trust. Where the Three T's are lacking, it is difficult to optimize your culture and organizational performance. Brian shows his audiences how to build the Three T's, resulting in excellent employee engagement.

Power vs. Authority. Identify those front line employees and supervisors who have the power to build your culture.

Learn your clients' cultures. To grow your business, it is important to understand the cultures of your clients and prospects. Long term success results from attracting clients who share similar values. The best business development professionals know their product and service – and the values that are important to their clients.

Culture Contracts

Create a one-page culture contract spelling out the unique rules of engagement at your company. Integrate this into your orientation process so that there are no questions about your expectations.

Engage Your Families

Engage families in your company's culture. Family support is essential for employees to truly embrace their jobs.

"Just Culture"

Explore why a "one size fits all" discipline-based approach is not effective. Abandon "old-school" thinking in favor of just culture.

Eliminate Toxic Behavior

In a healthy culture, employees behave in alignment with your norms. Identify toxic behaviors that are sure to undermine your performance and learn how to properly address those behaviors.

Listen to the whispers. A large client rarely walks away. Excellent employees rarely just quit. Normally, major loss happens after a series of smaller failures. Many of these failures are rooted in short cuts, poor accountability and lack of remedial action. Brian addresses how to listen to the whispers so that you don't have to clean up major damage.

5 TIPS FOR

BUILDING A HEALTHY COMPANY CULTURE

1

Building a vibrant culture requires leaders to manage behavior, philosophy and attitude. It's less about handbooks, rules and regulations.

2

People covet most that which they cannot buy. In a vibrant culture, employees know they are appreciated and their contributions are valued.

3

Create an internally recognized brand around culture. It is an expression of who you are and what you stand for.

4

Ensure that compensation and advancement programs reward employees who are both productive **and** culturally aligned.

5

Leadership must drive the culture and pull harder than anyone else. That said, you'll know it's working when culturally aligned behavior occurs organically and peer-to-peer.

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