

UNBEATABLE ENGAGEMENT: BUILDING A WORLD CLASS COMPANY CULTURE

What keeps your customers coming back with more business? After all, they can buy your products or services elsewhere, often at a lower cost. You create customer loyalty because of **HOW** you deliver your product or service. You execute better and offer a unique experience. That experience results from your commitment to build a vibrant company culture and engaged workforce. Brian has led his businesses with a simple philosophy — If you are strong on the inside, you become unbeatable on the outside. In his Unbeatable Engagement keynote, Brian shares ideas with his audiences so that they can take their companies to new levels by growing their cultures and creating world class employee engagement. Brian focuses on practical, hands-on ideas that organizations of any size can implement immediately.

TWELVE IDEAS TO BUILD YOUR BOTTOM LINE



Create Non-negotiable Value Alignment. 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. Without clear value alignment, quality and customer goodwill erode.



Focus on Engagement. Effective leaders create cultures in which employees engage. Engaged employees manage their own behaviors. They do what is right when nobody's looking.



Know Who Has the Power. Capture the power of those front line employees and supervisors who can engage their peers around your mission and vision.



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. Develop easy to implement ideas to anchor your culture company-wide. Leaders must act in alignment with cultural norms.



Hire and Train for Behavior. Look past your technical training. Ensure that you teach your team how to govern their own behaviors. Include topics such as: conflict resolution, communication best practices, giving feedback and seeking help.



Look Beyond the Money. Compensation and other financial incentives clearly are important. However, they are just the beginning of what is required to build unbeatable engagement. We will review the importance of career advancement and non-monetary recognition programs.



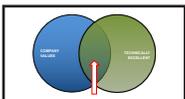
Establish Unconditional Respect for Process. Process is your guardrail. It offers your employees clarity and predictability. Disregard for process destroys engagement. For process to be effective, it must be understood and followed consistently.



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



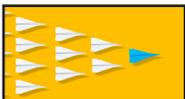
Tear Down the Silos. Too often, employees are conditioned to focus only on the needs of their departments. In a healthy culture, employees look out for the company overall. They see the bigger picture and do whatever it takes to help the organization. They are engaged in the company's mission.



You can't win them all. Your employees must be technically excellent and engaged in your company's mission. Even though employee retention is a challenge, you must confront misaligned behaviors. Looking the other way will destroy the morale of most employees who are working hard for your organization. Fortunately, most employees are coachable. Uncoachable employees must be eliminated from your organization.



Manage Up. Some employees may think, I get it, but my CEO does not. Whether that is a fair statement doesn't matter. Perception is important. Create an environment where employees are both encouraged and expected to "manage up". They must be comfortable reporting concerns and identifying opportunities to their managers, and they must be able to escalate if the managers do not properly address the concerns.



Lead Change Fearlessly. Ideas are easy. Execution is the challenge. To effectively drive change, it's important to engage a diverse "beta" group of employees early in the process. Anticipate why employees might resist the proposed changes and develop a plan to address concerns.

KEYNOTES, WORKSHOPS & CONSULTING

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SAFETY FROM THE C-SUITE

Today's executive must know how to lead people safely. This is a critical component of enterprise risk management. It cannot be delegated. Companies that make prevention and risk management core competencies enjoy a sustainable competitive advantage against their peers. Brian brings real-world perspective to his audiences and will share ideas for business leaders to grow their safety cultures and improve outcomes.

MAKING SAFETY HAPPEN, A NEW ON-LINE COURSE

Brian has combined everything he knows about building a positive safety culture into a new, six module on-line course. The course is available to your team on demand and is accompanied by six monthly on-line workshops.

LEADING PEOPLE SAFELY

An investment in your safety culture is an investment in your bottom line. Safety is at the foundation of excellent operations. Brian shows audiences around the world how to develop and anchor a behavior based safety environment that promotes accountability. Brian offers "high value/low cost" tools that participants can implement immediately. Leading People Safety is rooted in Brian's real world experience leading safety sensitive companies.

WHEN "IT" HITS THE FAN: HOW TO CONTROL LOSS POST INCIDENT

The goal of this session is to provide attendees with a toolkit of actionable items that will help them better manage risk and claims. In today's litigation environment, operating companies must actively and aggressively participate in the loss control process. Brian will share actionable tips for companies to control loss and build resilience.

ROADMAP TO FLEET SAFETY

Companies operate fleets in unforgiving environments. Distractions and crash risk are everywhere. Safe outcomes are tied to individual and company behaviors. Brian will present Ten Keys to create fleet safety. In this best practice session, we'll explore how employers can positively impact employee behaviors to reduce crashes and promote positive outcomes.

MEET BRIAN:

BRIAN FIELKOW is a business executive and an engaging speaker, author, and mentor—he has presented internationally to tens of thousands of people on building vibrant company and safety cultures. His work has been featured in the *Wall Street Journal*, *Inc. Magazine*, *Entrepreneur*, and other national publications.

As a business executive, Brian is at the forefront of creating long-term value, developing people, and building positive company and safety cultures. "Strong on the inside, unbeatable on the outside," he sets non-negotiable core values as a synergistic leader, growth strategist, and business value creator.

Brian is a people- and capability-builder who unlocks potential in individuals and teams to maximize performance, profits, and competitive advantage.

Brian is credited with enabling two successful exits: The Peltz Group to Waste Management and Jetco to The GTI Group.

Currently, Brian serves as a strategic advisor to and board member of The GTI Group. He is credited with seamlessly integrating Jetco business operations into The GTI Group.

Previously, as the CEO and Founder of Jetco Delivery LLC, Brian grew the team to a diverse 240+ workforce, creating a cohesive culture focused on a safety-focused environment and diversity, equity, and inclusion mindset.

Brian is happily married with 3 grown kids. He loves traveling, hiking, and boating, as well as classic and mellow rock music. He is an avid Jimmy Buffett fan. For Houston Food Bank, he helped raise \$300K, serving as Chair to the Taste of the Texans fundraiser.

HONORS & AWARDS

- One of National Safety Council's 2022 CEOs Who "Get It!"
- One of Houston's Most Admired CEOs by Houston Business Journal
- Entrepreneur Magazine: One Of 360 Businesses Mastering the Art & Science of a Growing Business
- National Safety Council Distinguished Service to Safety Award
- Fleet Owner Magazine – Top Trucking Industry Influencers
- One of Heavy Duty Trucking Magazine "Fleet Innovators"

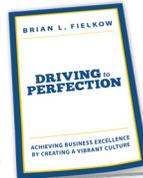
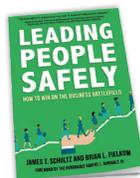
CUSTOMIZED CONSULTING

engagements are available on limited basis.

CONTACT BRIAN

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BOOKS



COMING
IN 2023

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