

Turbocharge **inspiring, happy** and **humane workplace cultures** that drive **OUTRAGEOUS results**.

MICHAEL KERR

Hall of Fame international business speaker and author of 8 books.

One of North America's most influential and entertaining workplace culture thought leaders.



First, let's talk about what you're looking for?

- ☐ We need to reenergize our employees and regain our workplace mojo!
- ☐ We're facing a lot of change and employees are stressed out and anxious
- ☐ We want to celebrate an amazing year, have some fun, and recognize our incredible employees!
- ☐ We have a new strategic plan - now we need the right culture to bring it to life!
- ☐ We have too many employees working in isolated silos and not collaborating
- ☐ We need our employees to step up, be leaders, and be more accountable
- ☐ We recognize "good customer service" is no longer good enough!
- ☐ We understand that great customer service begins on the inside!
- ☐ We need to create a culture of teamwork, open communication, and innovation
- ☐ We want to create a culture of "leaders leading leaders"
- ☐ We want to be known as one of the best places to work in our industry or community
- ☐ We need to create a more resilient workplace
- ☐ We want a workplace culture that results in lower employee turnover and absenteeism rates, higher engagement scores, greater innovation, higher productivity, and customer service that rocks!
- ☐ Hmm...how about ALL the above!?

If it's lousy coffee demoralizing your employees, **I can't help you.**

But if it's any of the ones listed here, **I know I can help.**

Read more to find out how → → →





MEET MICHAEL KERR

One of North America's most influential and entertaining workplace culture thought leaders

Michael Kerr

AKA “The Workplace Energizer”

Life is too short to work in a soul-sucking workplace!

That's why I'm on a mission to create more inspiring, happy, and humane workplace cultures that drive outrageous results.

I'm a Canadian Speaking Hall of Fame inductee and a dynamic international business speaker and workshop trainer. For more than 20 years, I've travelled the world researching, writing, and speaking about **inspiring workplace cultures**, inspiring leaders, and businesses that leverage their humor resources to drive outrageous results for their employees and their customers.

I'm also the author of 8 books, including: *The Jerk-Free Workplace: How You Can Take the Lead to Create a Happier, More Inspiring Workplace*; *The Humor Advantage: Why Some Businesses are Laughing All the Way to the Bank*; and *Hire, Inspire, and Fuel Their Fire: How to Recruit, Onboard, and Train New Employees to Live Your Culture Out Loud*.

My ideas on building inspiring workplaces have been featured in *Forbes*, *Fast Company* and *Business Insider*, while my *Inspiring Workplaces* blog has been recognized as one of the top-30 blogs in the world.

Why Choose Between Humor and Content When You Can Have BOTH?

My goal is to deliver as much relevant content **based on real-world examples** in as entertaining a way as possible, so you don't have to choose between fun and content!

My high energy, hilarious, inspiring, and thought-provoking programs are often rated as having the greatest impact of any presentation at a conference.

Please take the time to read through my **Rave Reviews** to get a sense of my style and the lasting impact my presentations have had on audiences!

Why clients call me “The Workplace Energizer!”

Whether it's a 90-minute keynote to 3,000 frontline employees or a full-day, interactive workshop to a dozen senior leaders, my energizing presentations help you achieve the results you need.

I will work with you to make sure my presentation is the perfect blend of messages for your audience – so yes, you can mix and match message and themes from any of my programs to create the perfect, customized presentation for your group!



This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

Inspiring Workplaces

How to Create a Dynamic, Collaborative, Service-First Culture that Drives OUTRAGEOUS Results

Your workplace culture is your #1 competitive advantage.

But here's the rub. Great cultures don't just happen! **You can't fake a great culture or buy your culture at IKEA.**

You need to be intentional about your workplace culture. And you need to enlist everyone's support to contribute to a purpose-driven, happier, more resilient, innovative, collaborative, and service-focused culture.

Here are some of the key messages I highlight during this presentation. I'll work with you to tailor the presentation to focus on the themes you need the most.

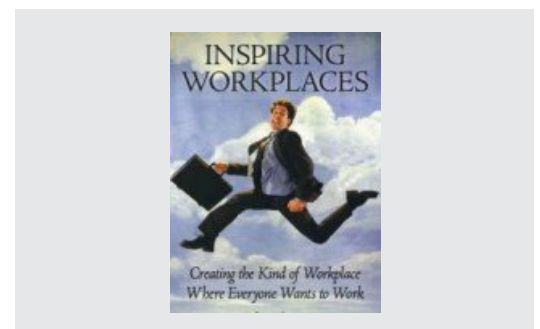
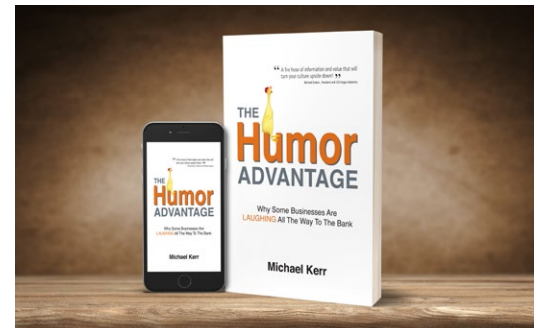
Key messages for **Inspiring Workplaces**:

- **The attitude choice** we all make every day contributes to a more positive workplace.
- **Why work matters!** (Spoiler alert: Your culture is your #1 competitive advantage!)
- **Leaders leading leaders:** What it means to be a frontline leader and contribute positively to your team and your culture
- **Valuing your values:** How inspiring companies live their values out loud.
- **Creating a purpose-driven culture:** Connecting employees to a sense of meaning.
- **Communication is everything and everything is communication:** Busting silos, strengthening collaboration, creating space for meaningful conversations, and getting your meetings right!
- **Money isn't always honey!** Creating a "want to" vs. a "have to" workplace.
- **Creating a service-first culture:** Why phenomenal customer service starts on the inside and why some of your most important customers are also known as your teammates.
- **Building resiliency through humor:** Why so many companies laugh all the way to the bank!
- **Keeping the culture message alive.** How to jumpstart a culture shift in your workplace.

This presentation is geared for all employees, at any level, of any organization.

If you want to leave your audience laughing, energized, and armed with relevant ideas they can immediately put into practice to make a real difference in your workplace, this talk is for you!

Books associated with this talk:





This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

Leaders Leading Leaders

Great Cultures Begin with Intentional Leadership from the Top

Great workplace cultures don't happen by accident, and they don't happen without intentional leadership.

I use the term 'intentional,' well, intentionally. I've interviewed 100s of leaders around the world, and inspiring leaders stress that the key to their success starts by being more intentional about being a leader.

Intentional leadership is about creating more leaders at work, not more followers, which is why so many high-achieving organizations embrace the mantra "We are leaders leading leaders."

This keynote or workshop is for employees who are in managerial or supervisory roles, however, there's also a "frontline leadership" version that focuses on instilling an attitude of personal leadership in your frontline employees who have no supervisory responsibility. So, I've got you covered either way! For the frontline leadership version, please have a look at ***The Jerk-Free Workplace*** presentation.

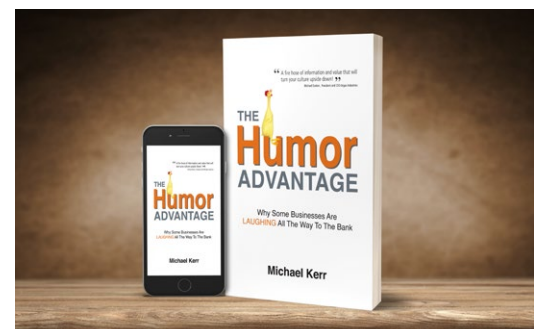
Key messages for ***Leaders Leading Leaders***:

- **Why YOUR leadership matters.** (Spoiler alert: It matters far more than you might realize!)
- **The intentional leader's mindset:** 6 differences between being "the boss" and a leader.
- **Leading change at work:** How effective leaders embody an improvement mindset.
- **Breaking down silos:** Why great leaders think about what's best for the entire organization.
- **Leading cultures:** Why leaders must take on the role of culture champions.
- **Leading on purpose:** Why we need less vision statements, more visionaries.
- **The power of values:** How to value your values and live them out loud.
- **Leading conversations:** Why you need less meetings and more meaningful conversations.
- **The power of purpose, pride, and progress:** Free your employees to be their best.
- **Leading with laughter:** How great leaders leverage their sense of humor to build trust at work, increase resiliency, and boost morale. (And no, you don't have to become a stand-up comedian.)

This presentation is geared for anyone in a supervisory or management role including seasoned leaders, unseasoned leaders, leaders who have lost their mojo, leaders who are bored of being leaders, and every leader in between.

If you want to leave your audience laughing, energized, and armed with relevant ideas they can immediately put into practice to be more intentional about how they lead to make a real difference, this talk is for you!

Books associated with this talk:





This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

The Jerk-Free Workplace

How to Take the Lead When You're NOT the Boss

As I explain in my book, *The Jerk-Free Workplace*, this presentation is more than just about shining a spotlight on jerk-like behaviors that lead to conflict and poor morale in your workplace.

It's about the need for all your employees, regardless of their position, to take responsibility, be accountable for their actions, and embrace the power they have as frontline leaders to create a greater future for themselves and a more collaborative, inspiring workplace for everyone they work with. This presentation celebrates the idea that everyone has the potential to step up as a leader.

(And to make sure everyone goes home armed with as many ideas as possible we should talk about making sure everyone gets a signed copy of my book, *The Jerk-Free Workplace - How You Can Take the Lead to Create a Happier, More Inspiring Workplace*).

Key messages in *The Jerk-Free Workplace* include:

- **Choosing your attitude:** How attitude at work drives success in so many ways.
- **Resiliency boosters:** Simple ways to embrace a more resilient mindset and a more positive attitude.
- **You don't need a degree in kindness to be kind:** Behaviors that require absolutely no talent or skill.
- **Embracing a leadership mindset:** The difference between just being an employee vs stepping up as a leader that everyone looks up to.
- **Leading minds:** Six leadership mindsets that employees need to embrace.
- **Who's responsible for this?** Why being more accountable and responsible makes for happier, more resilient employees and more collaborative workplace.
- **Creating French fry moments at work:** Why frontline leaders must embrace a service-first mindset. (Spoiler alert: French fries are not included during this talk.)
- **Talk don't squawk!** Communicating more thoughtfully and managing difficult conversations.
- **Humor me!** Why frontline leaders always bring their sense of humor along for the ride.

This presentation is for anyone who wants to build a more collaborative, caring, and positive workplace culture. And to achieve that goal, you truly need EVERYONE to step up as a leader, which is why this presentation is suitable for everyone in your organization — at every level.

If you're ready to kick jerk-like behaviors to the curb, let's talk!

Books associated with this talk:



Filled with valuable tools for frontline leaders, easy to read and funny!

Natasha Purnell,
Chief Culture Officer, Park Insurance



This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

The Humor Advantage

Putting Humor to Work for Less Stress and More Success

Argus Industries embraces a mantra that I think every workplace should embrace: ***“Work is hard enough as it is without making it any harder!”*** Which is why Argus, along with hundreds of other high-performing companies around the world, embrace a spirit of fun and humor as one of their core values.

Study after study reveals how humor helps companies reduce employee turnover and absenteeism rates; lower stress levels; build resiliency; improve morale, collaboration, and communication; and helps companies stand out with remarkable customer service.

It's not about telling jokes, being the office joker, or even about being funny. It's about finding the funny in your everyday work lives, being more authentic at work, laughing at the things you have no control over, and especially, about laughing at ourselves.

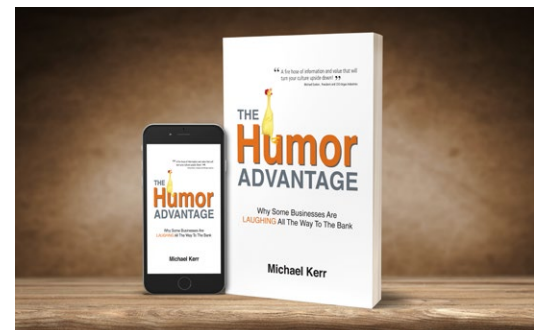
When you infuse your entire culture with a spirit of safe humor, it's one of the most powerful tools there is that truly can help you energize your culture and drive outrageous results!

Key messages in ***The Humor Advantage*** include:

- **Choosing your attitude:** The attitude choice we make every day coming into work.
- **Laugh all the way to the bank:** Why (and how) so many businesses are leveraging their humor advantage to laugh all the way to the bank.
- **Finding the funny in life:** How anyone can grow their sense of humor.
- **Healthy vs. harmful humor at work.** (Spoiler alert: it's not funny if you're being a jerk!)
- **Communicating with humor:** How humor helps your messages stand out from the herd to be heard.
- **Ha + Ha = AHA!** Why humor is a catalyst for creative thinking and innovation at work.
- **More funny = more money:** Creating memorable customer service experiences with humor.
- **Putting humor to work for less stress:** The 3 R's of tapping into your sense of humor to be more resilient and manage stress more effectively.

If you're looking for a high-energy, laughter-filled conference kick off, if you want to leave attendees feeling pumped and inspired at the end of your conference, or you need an energizing break from a heavy, overly serious agenda, then this is the talk for you!

Books associated with this talk:





Inspiring Change at Work

How to Champion Innovation and Turn Ideas into Action

Change is happening on so many levels and at a faster pace than ever before. And if the pace of change outside your company exceeds the pace of change on the inside, it's just a matter of time before you're going to be in trouble. Serious trouble.

You have three options when it comes to change. You can **ghost it** (in other words, cover your eyes and ears and ignore it), you can **host it** (learn to adapt to the change that is happening around you), or you can **toast it** (by embracing and leading change).

To wrap your arms around change and show change the love it deserves, you need the right mindset and the right culture – a culture that supports creativity, resiliency, and innovation.

Key messages in *Inspiring Change at Work* include:

- **Embracing change:** Three reasons to embrace change with open arms.
- **Why ideas are the currency of success:** The importance of instilling a 1% improvement mindset.
- **Is work where ideas go to die?** Why you need to be intentional when it comes to getting innovative ideas. (Spoiler alert: Surveys suggest the workplace is the last place people have their light bulb moments!)
- **Creating a culture of curiosity:** How smart questions drive innovation.
- **THE key to unlocking change:** Discover the #1 factor experts say is the key to creating a more innovative workplace culture that champions change.
- **Brainstorming on steroids:** How to energize your meetings to get more ideas and better ideas.
- **Why Ha + Ha = AHA!** The power of humor to spark creative ideas.
- **Neutralizing the seagulls:** Eliminating idea-killing attitudes, language, and behaviors at work.
- **Turning ideas into action.** And turning resistors of change into champions of change!
- **Change isn't a one-time event:** How to keep ideas flowing through your workplace.

This presentation is for anyone who is experiencing a lot of change at work or struggling with how to get employees to embrace change. Or for anyone that has become a little too comfortable with the status quo and you need to shake things up.

If you're looking to inspire attendees with great ideas that will help them champion change and turn ideas into action, then let's talk!

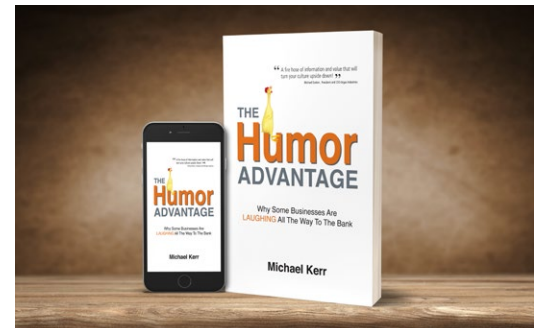
This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

Books associated with this talk:



A fire hose of information and value that will turn your culture upside down!

Michaeh Easton,
President and CEO Argus Industries



CUSTOMER SERVICE

This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

Creating a Service-First Culture

Why You Need to Stop Providing Good Customer Service!

“Over 80% of companies believe they have fantastic customer service. Only 8% of their customers agree.” – Harvard Business case study

Okay, so I’m being slightly facetious with the subtitle, but hear me out. Since your customers already expect “good customer service,” all you’re doing by providing “good customer service” is staying out of the customer service doghouse or staying out of customer service jail. All you’re doing is **meeting expectations**. Yawn.

You’re never going to stand out from the herd and earn a reputation for your phenomenal service if you don’t do one of two things:

1. Exceed your customers’ expectations of good customer service
2. Do something different, something your competitors won’t do or can’t do

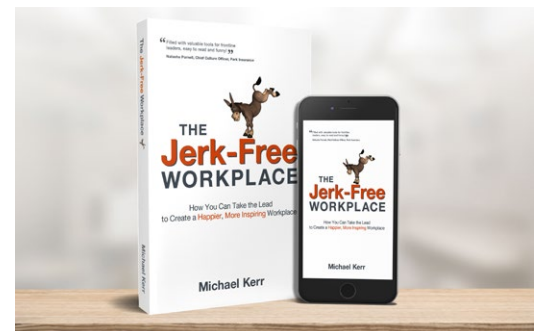
Inspiring customer service must begin on the inside of your company. We know that happy employees create happier customers, but the reverse is also true! By focussing on better customer service, you’ll also create a more inspiring culture.

Key messages for **Creating a Service-First Culture** include:

- **What an experience!** How embracing a customer experience mindset engages ALL your employees.
- **Why service matters, a lot!** 7 reasons everyone needs to embrace a service-first mindset.
- **Service starts on the inside:** Some of your most important customers are sitting right next to you!
- **Creating “French fry” moments:** Embracing a partnership mindset by anticipating customers’ needs.
- **Going the extra inch:** How to consistently go the extra inch with your customers.
- **Going the extra mile:** The power of going the extra mile to stand out from the herd.
- **Can we have a do-over?** Making amends when your service goes sideways.
- **Can a pet frog increase sales?** Surprising customers with humor. (Spoiler alert: A pet frog really can make a difference!)
- **Following up and following through:** The importance of following up and following through with customers - often the weakest, yet most critical link in the customer service cycle.

This presentation is for companies that want to be known for their remarkable service and who want to create a service-first mindset within their entire culture. If you want to leave your participants armed with fun ideas that will help them lead with a service-first approach, then let’s talk!

Books associated with this talk:





This presentation can be delivered as:

KEYNOTE

WORKSHOP

VIRTUAL

Hire, Inspire, and Fuel Their Fire

How to Recruit, Onboard, and Train New Employees to Live Your Culture Out Loud!

As the old mantra goes, “If you hire wrong, you can do no right, but if you hire right, you can do no wrong!”

Building an inspiring workplace starts with hiring the right people - the people that are a right fit for you; the employees that are going to grow your culture in the direction you need to take it. This is an essential topic for leaders who understand the significant costs associated with a bad hire and, conversely, the enormous benefit of recruiting top talent who are a perfect fit for your company.

Participants will love Michael’s unique take on this in-demand topic and appreciate the many relevant ideas based on Michael’s extensive interviews with CEOs, senior managers, and HR professionals from around the world who are using innovative recruitment and onboarding strategies.

Although this presentation makes for a great keynote for HR managers or recruiters, most audiences select this topic as a follow-up breakout session to complement one of Michael’s keynotes.

Key messages in *Hire, Inspire, and Fuel Their Fire*:

- **Creating culture champions:** Are your employees raving ambassadors for your company?
- **Less “blah, blah, blah”, more “rah, rah, rah”:** Creative ways to promote your culture. (Spoiler alert: If no one knows about your amazing culture you aren’t going to attract amazing employees!)
- **What’s with the attitude?** Why and how you need to hire for attitude first and foremost.
- **So, a penguin walks into the interview room:** Hiring with humor and for humor.
- **You had me at hello!** How to connect with new hires and teach your culture before day 1.
- **You’re welcome!** Fun and effective ways to welcome new employees to your team.
- **Culture boosters:** The top-10 strategies to immerse new employees in your culture.
- **Live your culture out loud:** How to keep your culture messages alive and continuously foster an inspiring, innovative, service-first culture that drives outrageous results!

This presentation is for hiring managers, HR managers, recruiters, small business owners, or anyone who plays a role in your recruitment, hiring, and onboarding. This is an ideal presentation for those who want to make a serious investment in getting your hiring and onboarding RIGHT!

Books associated with this talk:



Love this book — it’s filled with examples of simple, yet brilliant ideas. I will be touting this as a must read to all my clients!

Rhonda Ozcan, Great-West Life



“5 out of 5 stars!”

The Culture Leadership Academy is a great course, that, if applied, could make a huge difference in your workplace!”

– Mike Chamberland, Sales Manager, CompuTrek

Energize your workplace™

Energizing Value-Added Options

Before the event

- **Inspiring Workplaces newsletter:** Encourage participants to subscribe to Michael's weekly Inspiring Workplaces newsletter (a less than 5 minute read) so they can immediately start getting great ideas and inspiration delivered to their inbox while getting a flavor of Michael's content. We'll be happy to sign them aboard ourselves with your permission or we can send you the link.
- **Preview teaser video:** Ask Michael if a short preview video would be helpful to get participants ramped up for the event, or to attract participants to your conference!
- **Pre-order books for all participants:** If you are serious about making an investment in your workplace, then purchasing a copy of one of Michael's books is an ideal way to do just that! A book increases the likelihood that even more ideas are implemented, and that lasting change happens. Books also make fabulous thank you gifts and event mementos. We've got great bulk discount rates reserved exclusively for Michael's clients.

“That was the best presentation I have seen in my 40 years in business.”

– Rodney Meadows, Director East Alabama Home Medical

“Michael's presentation exceeded our expectations in every aspect. The 'tools' fit our team extremely well and Michael was the star of our event. By far, the best speaker we've ever had!”

– Rod Smith VP, Business Development, Century Vallen

After the event

- **Follow-up presentation:** Save the cost of bringing in another speaker while adding incredible value to your event by having Michael deliver a follow up breakout session or workshop at a substantially reduced fee. It could be a deeper dive on the same topic, or a completely different topic. Some clients have even booked Michael to bookend their conference by having Michael open their event and then return to cap it off in a fun, high energy way!
- **Licensed recording:** For a licensing fee you can record the presentation so that employees who were unable to attend (or who don't yet work for you) are able to watch it and so participants can rewatch the presentation at their leisure.
- **Interactive teambuilding event:** Book Michael to facilitate an interactive icebreaking or teambuilding session as a great way to energize the audience and get people interacting with each other in a fun, memorable way.
- **Community presentation add-on:** Have Michael do an additional presentation in your community to a volunteer organization or sponsor on the same day as your event for a reduced additional fee.
- **One-on-one coaching:** Set aside a block of time where participants can reserve a slot with Michael for one-on-one leadership or employee development coaching.
- **Panel discussions:** Have Michael moderate or participate on a panel discussion.

“There are SO many great ideas in ***The Jerk-Free Workplace*** on how to step up as a leader to take your workplace to new heights. Anyone who wants to make a difference in their workplace needs to read this book!”

– Mike Chamberland, Sales Manager, CompuTrek

Energize your workplace™



Energizing Value-Added Options

After the event

- **Pre-event revenue-generating workshop:** If you're an association looking for revenue-generating ideas, consider a special pre-event workshop led by Michael to help raise funds for your association.
- **Book signing:** Have Michael sign copies of his books at your trade show as a draw to a sponsor's booth or include a signing at your event as an added value for participants who want to meet Michael (and of course get a signed copy of his book) after the presentation.
- **Contest judge:** Have Michael participate as one of your judges in a “Most Creative or Fun Business Card,” “Most Creative and Effective Website,” “Best Team Spirit,” or “_____” contest.
- **Follow up resource handouts:** Michael will provide a bundle of follow up resources (including various handouts, articles, and checklists) free for participants or for you to post on your intranet site.
- **Follow up inspirational video:** If you feel this would be of value, Michael will send a short follow up video message to remind participants of some of the key messages and action items from his presentation.
- **Inspiring Workplaces newsletter:** To keep the energy, inspiration, and ideas coming to your workplace encourage participants to sign up for Michael's free weekly Inspiring Workplaces newsletter (a less than 5 minute read).
- **Inspiring Workplaces YouTube channel:** Michael posts new, short videos (most are 2 - 5 minutes) each week on a host of workplace topics. To make sure you don't miss out on any videos, encourage participants to subscribe to his popular YouTube Channel: Michael Kerr – Inspiring Workplaces.

• **Books for all participants:** It's not too late to order a signed copy of one of Michael's books as a post-event follow up and reminder!

• **Post-event virtual Q and A session or team debrief:** For a nominal fee, schedule a follow up virtual coffee conversation with Michael where participants can ask questions and gain deeper insights into the topic.

• **Culture Leadership Online Academy/Membership Site:** For anyone who wants to make a serious investment in the future of their organization and in their employee training and development, then ask about our fantastic bulk discount rates to register managers or employees in Michael's 12-module online culture leadership site.

The site offers employees access for up to a full year from when they register, and it features access to over 11 hours of content delivered over 80 micro-learning videos, articles, and access to all of Michael's workplace books.

For more details visit the *Culture Leadership Academy*.

• **Virtual presentation or coaching subscription package:** For anyone who is serious about making a long term, deeper impact then another option to consider is one of Michael's subscription packages for follow up virtual presentations and virtual team coaching sessions. There are various bundles available loaded with options, or you can mix and match different options to create the perfect long term subscription package for you and your team.

Looking to create an **inspiring, rocking, humane, fun, service-first** workplace culture? **Let's talk!**