A portrait of Marcus Buckingham, a man with short brown hair, smiling broadly. He is wearing a dark blue suit jacket over a white collared shirt. The background is a dark, solid color. A vertical orange bar is positioned to the left of the text.

MARCUS BUCKINGHAM
**KEYNOTE
OVERVIEW**

2023 >>

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Data-Based Discoveries that Change Lives

Global Researcher, Successful Entrepreneur, and Founder of the Strengths Revolution



Marcus Buckingham is the world's authority on what the most effective leaders and highest-performing people do differently. He is the New York Times best-selling author of two of the most popular business books of all time, has two of Harvard Business Review's most circulated, industry-changing cover articles, and his strengths assessments have been taken by over 10 million people worldwide.

Building on nearly two decades of experience as a Senior Researcher at The Gallup Organization, he brought his data-based discoveries to build a \$100 million tech company focused on helping people find and leverage their strengths at work. As a global researcher on people + performance, he currently sits on Harvard Business Review's editorial advisory board.

His Strengths Revolution started, as all revolutions do, with the simplest of insights: that when people spend the majority of each day on the job using their greatest talents and engaged in their favorite tasks, 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 his speeches, Marcus demonstrates the correlation between strengths-driven, engaged employees and business fundamentals such as turnover rates, customer satisfaction, profits, resiliency, 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 Founder 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 employees and managers excel, bottling it, and sharing it with the world.

Marcus first conquered the best seller 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.

His book, **Nine Lies About Work: A Freethinking Leader's Guide to the Real World** (Harvard Business Publishing, 2019) takes an in-depth look at the lies that pervade our workplaces and the core truths that will help us change it for the better. It has been recognized as one of the

best management and leadership books of 2019 by Inc., Amazon, Strategy + Business, Porchlight, Audible, and Book Pal's Outstanding Works of Literature Award.

His tenth book, **Love + Work: How to Find What You Love, Love What You Do, and Do It For the Rest of Your Life** (Harvard Business Review Press, 2022) is a Wall Street Journal bestseller and has been heralded by Forbes as one of the ten must-reads for career and leadership.

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.

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. We will work with you to curate the perfect keynote for your specific event and audience, with takeaways backed by over twenty years of validated research.

Key topics include:

Leadership

- Discover the one ritual that all great leaders have in common
- Learn how to build a high-performance culture

Strengths

- Learn how to pinpoint and apply your greatest strengths
- Identify your particular strengths as an individual, manager, or organization leader

“Love + Work” (Harvard Business Press)

- How to find what you love, love what you do, and do it for the rest of your life.



60-Minute Keynote Fee Schedule

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 TeamMarcus@LoveAndWork.org.

Location	Fee	
USA	\$75,000*	
Canada/Mexico	\$85,000*	
International	\$125,000*	
60-minute webinar	\$30,000	Please email for custom pricing.

***Required, but not included in the price:** two first class fully-refundable airfares, ground travel, accommodations, and reasonable meals and incidentals for two.

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. Balance is due 30 days prior to the event.

For more information on booking Marcus, contact TeamMarcus@LoveAndWork.org.



60-Minute 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 TeamMarcus@LoveAndWork.org.

Location	Fee	15% Bureau Commission**
USA	\$75,000*	\$11,250
Canada/Mexico	\$85,000*	\$12,750
International	\$125,000*	\$18,750
60-minute webinar	\$30,000	\$4,500

Please [email](#) for custom pricing.

***Required, but not included in the price:** two first class fully-refundable airfares, ground travel, accommodations, and reasonable meals and incidentals for two.

**Harry Walker Agency + Speakers Bureau total 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. Balance is due 30 days prior to the event.

For more information on booking Marcus, contact TeamMarcus@LoveAndWork.org.



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: loveandwork.org/speaking

Approved Short Bio

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

Marcus Buckingham is a global researcher and New York Times best-selling author focused on unlocking strengths, increasing performance, and pioneering the future of how people work. He is the author of two of the best-selling business books of all time, has two of Harvard Business Review's most circulated, industry-changing cover articles, and his strengths assessments have been taken by over 10 million people worldwide. .

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.

*Marcus Buckingham is a global researcher and the world's authority on what the most effective leaders and highest-performing people do differently. He is the New York Times best-selling author of two of the most popular books of all time, has two of Harvard Business Review's most circulated, industry-changing cover articles, and his strengths assessments have been taken by over 10 million people worldwide. Building on two decades of experience as a Senior Researcher at The Gallup Organization, he leveraged his data-based discoveries to build a \$100 million tech company focused on helping people find and contribute their strengths at work. Beginning with *First, Break All the Rules* and continuing through his latest book, *Love + Work*, Marcus is known for challenging entrenched preconceptions about achievement to get to the core of what drives success. He is widely considered the world's leading expert on Talent at work. Please welcome Marcus Buckingham.*

Strong Words

Books Written by Marcus

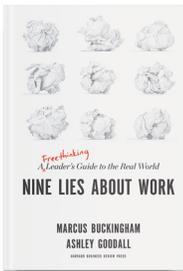
Marcus Buckingham jump-started the strengths movement that continues to grow around the world. With over 4.1 million copies in print, his books have helped millions of people explore how to achieve peak performance at work and in life.



2022

Love + Work

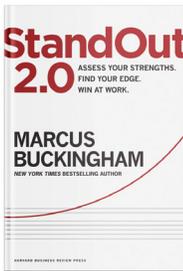
In this eye-opening, uplifting book, Buckingham shows you how to break free from conformity – how to decode your own loves, turn them into their most powerful expression, and do the same for those you lead and those you love.



2019

Nine Lies about Work: A Freethinking Leader's Guide to the Real World

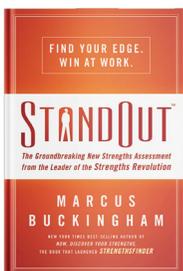
The time has come for a manifesto for truth and change at work. Co-authored with Ashley Goodall (former SVP of Team Intelligence at Cisco), *Nine Lies about Work: A Freethinking Leader's Guide to the Real World* exposes engaging stories of freethinkers who cut through the dogma, platitudes, and hollowness of work today, backed by unimpeachable data about how humans actually work.



2015

StandOut 2.0

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.



2011

StandOut

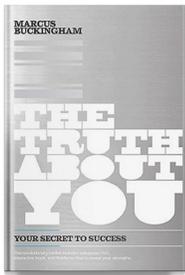
This revolutionary book and online strengths assessment goes beyond describing people's strengths to provide targeted, prescriptive strategies for how they can leverage the best of themselves to win at work. *StandOut* guides people in discovering and activating their top two strength Roles — their instinctive 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.



2009

Find Your Strongest Life

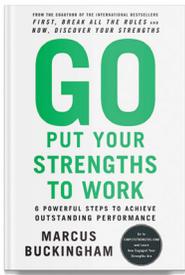
Given all the gains that women have made in the past four decades, why do recent studies reveal that, in the aggregate, they have gradually become less happy than they were 40 years ago? And what can women today do to reverse that trend? *Find Your Strongest Life* examines the data behind the headlines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



2008

The Truth About You

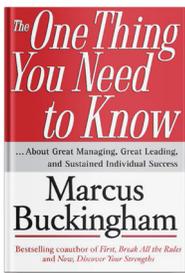
Featuring a series of focused exercises, a DVD, and a reMEMO™ pad, *The Truth About You* is a revolutionary toolkit designed to help create higher satisfaction and performance in life and work. Perfect for high school and college students, young professionals, and people simply wanting to revitalize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



2007

Go Put Your Strengths to Work

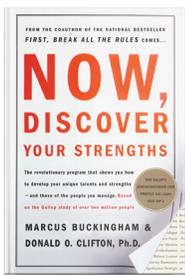
Beginning from data showing that fewer than twenty percent of people play to their strengths most of the time in their jobs, *Go Put Your Strengths to Work* outlines a method for individuals to overcome obstacles (including their own doubts), identify their own strengths, and put them to use at work.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



2005

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.



2001

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.



1999

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 TeamMarcus@LoveAndWork.org. 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. To proceed, each client will be asked to sign our speaking agreement.

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 four to six 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. Prior to 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?

Yes, however, 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 TeamMarcus@LoveAndWork.org 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 TeamMarcus@LoveAndWork.org.

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 MarcusBuckingham.com, where you can learn more about Marcus and download photos, videos, and other media. To learn more about Love + Work, please visit LoveAndWork.org.

Who is responsible for making the travel arrangements for Marcus?

This varies by speaking engagement and can be determined early in the planning process.

Please contact TeamMarcus@LoveAndWork.org with questions regarding keynotes or any other programs.