

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.