



The Plain Truth About Employee Engagement and Your Bottom Line

OCT. 19, 2016

8:30 A.M.–4:30 P.M.

Creating an exceptional place to work is one of the best things you (or your competitors) can do for your bottom line. And Richard Hadden has the numbers to prove it. Hadden, co-author of *Contented Cows Still Give Better Milk: The Plain Truth About Employee Engagement and Your Bottom Line*, will help you discover the bottom line value of developing a focused, engaged and capable led workforce. You'll get more than a dozen very specific "assignments" – things you can take back to work and apply right away to attract better talent, retain your staff and, perhaps most important, increase the willing contribution each staff member makes to your business's success.

This program will help leaders:

- Learn how to get your employees committed to the mission of your organization
- Understand the bottom line connection between people practices and profit performance
- Discover how to motivate through reward and recognition



RICHARD HADDEN

Richard Hadden is a Certified Speaking Professional, author and leadership consultant who focuses on the connection between people and profit. He is co-author of the popular Contented Cows leadership book series, including his latest book, *Contented Cows Still Give Better Milk*, and the book *Rebooting Leadership*. Hadden developed and practiced his leadership skills as a manager in both financial services and information technology. He was director of product development for a software company in North Florida before starting his own technology consulting business in 1986. Gradually, his consulting focus shifted from information technology to human resources leadership, and management. Hadden has appeared on CNN and MSNBC, and his work has been featured in *Bloomberg BusinessWeek*, *Entrepreneur* and *Inc.* magazines, as well as in many trade and professional publications.

