

KEITH AYERS

Helping Purpose-Driven Leaders Create Passionate Teams



Speaking Topics

Change Is an Opportunity, NOT a Threat

Business leaders are dealing with unprecedented changes: increased gas prices, global competition, and rapidly evolving technology. The ability to get others to embrace change is a skill needed by all leaders in your organization. During this presentation your managers will learn four steps that help employees see change as an opportunity, *not* a threat.

Be an Exceptional Leader *It's Easier than You Think*

Many managers don't understand why their employees fall short of expectations, especially when they have the organization's best interests at heart. Leaders must understand which behaviors *develop* trust, not *destroy* it. This powerful presentation will help leaders at all levels build trust to achieve higher productivity and profitability.

Why Engagement is Not Enough? *Light a Fire WITHIN Your Employees Not Under Them*

The most serious threat to the health of your business is not an external phenomenon, it lurks within your organization: employee disengagement. Keith will help every leader in your organization understand the needs employees must have satisfied to be fully engaged and passionate about their work.

“We recommend this seminar as the best first step in effecting lasting change in an organization!”

Eileen Webb

*USI Colburn Insurance
Vice President of Human Resources*

Engagement Is Not Enough



The group-think in the world of business at the beginning of the 21st century was to create fully engaged employees. Keith Ayers argues Engagement Is NOT Enough. He suggests leaders must bring their workforce to an even higher level. Business leaders around the world have tried to demand, request, and even buy, engagement—through bonuses, benefits and share options. Ayers presents a compelling argument that not only will these methods fail, but the goal itself is misguided.

“My management team has moved from skeptical to attentive—and now to genuine enthusiasm.”

Robert C. Roberson

President, Quality Brands

About Keith

Keith Ayers is the President of Integro Leadership Institute LLC, a leadership consulting group based in West Chester, PA. Originally from Australia, Keith moved to Pennsylvania in 2001.

Keith has worked with executive teams all over the world, including Australia, New Zealand, Hong Kong, China, and the U.S. His expertise in working with CEOs and senior executive teams led him to specialize in helping organizations create a *high performance culture*: one that is based on a *high level of trust* and *personal responsibility*. Keith has featured in *USA Today*, *BusinessWeek*, and *HR Magazine*, and has also been a featured speaker at conferences in Germany, Finland, the U.K. and throughout North America.



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