



# **BRIAN GAREAU, INC.**

## **Engaging High Performance**

See below for various versions of Brian Gareau's biographies to use for marketing purposes.

***Engaging higher performance through improved business culture and more consistent in-sync employee behavior.***

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### **BULLETS**

#### **Brian Gareau**

- Speaker, author and consultant on business culture and employee engagement.
  - Helps organizations accelerate and sustain higher performance in their people and processes.
  - Engages higher performance through improved business culture and more consistent in-sync employee behavior.
  - Spent more than 30 years working for Caterpillar, the world's leading manufacturer of construction and mining equipment.
  - Serves as a Senior Fellow at The Conference Board's Human Capital Exchange.
  - Leading expert in administering Culture Assessments and turning that data into real action that directly and positively impacts his clients' bottom line.
  - Passionate about equipping companies with the tools they need to develop engagement—the 'glue' for talent management.
  - Co-author of five books including *180 Ways to Build Employee Engagement* and *A Slice of Life: The Benefits of Personal Engagement*.
  - Regular contributor to *CED (Construction Equipment Distribution) Magazine*.
  - To date, has provided OE/OD consulting services to nearly 200 locations around the globe.
  - Helped invent Caterpillar's patent-pending Cultural Assessment Process (CAP).
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## 50 WORD COUNT

### **Brian Gareau**

Speaker, author and consultant Brian Gareau has 30+ years of experience helping organizations to accelerate and sustain higher performance through improvements in their people (Engagement) and processes (Business Culture). Brian is also a leading expert in administering Culture Assessments and turning that data into real action that directly and positively impacts his clients' bottom line.

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## 100 WORD COUNT

### **Brian Gareau**

Speaker, author and consultant Brian Gareau has more than 30 years of experience helping organizations to accelerate and sustain higher performance through improvements in their people (Engagement) and processes (Business Culture). Brian is also a leading expert in administering Culture Assessments and turning that data into real action that directly and positively impacts his clients' bottom line. Brian is passionate about equipping companies with the tools they need to develop engagement, which he calls the 'glue' for talent management. To date, Brian has provided Organizational Effectiveness and Organizational Development (OE/OD) consulting services to nearly 200 locations around the globe.

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## 250 WORD COUNT

### **Brian Gareau**

Speaker, author and consultant Brian Gareau has more than 30 years of experience helping organizations to accelerate and sustain higher performance through improvements in their people (Engagement) and processes (Business Culture).

Brian is a leading expert in administering Culture Assessments and turning that data into real action that directly and positively impacts his clients' bottom line. Brian's work goes beyond satisfaction surveys—performance stalls when employees are just 'satisfied'. Engaged employees create 40 percent more revenue than disengaged employees (source: Hay Group). Brian is passionate about equipping companies with the tools they need to develop engagement, which he calls the 'glue' for talent management.

Brian spent more than 30 years working for Caterpillar in various roles, including Corporate Public Affairs, Manufacturing, Sales, Logistics and Strategic Talent Management. His experience, which spanned across multiple departments, gave Brian a unique vantage point, allowing him

to spot inefficiencies within the company's processes and talent development. Brian actively participated in solutions for the inefficiencies he uncovered, including helping to invent Caterpillar's patent-pending Cultural Assessment Process (CAP). Brian realized these problems were not unique to Caterpillar. To date, Brian has provided OE/OD consulting services to nearly 200 locations around the globe.

Brian serves as a Senior Fellow at The Conference Board's Human Capital Exchange. Brian is the co-author of five books including *180 Ways to Build Employee Engagement* and *A Slice of Life: The Benefits of Personal Engagement*. He is a regular contributor to *CED (Construction Equipment Distribution) Magazine*.

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## **FULL BIO**

### **Brian Gareau**

Speaker, author and consultant Brian Gareau has more than 30 years of experience helping organizations to accelerate and sustain higher performance through improvements in their people (Engagement) and processes (Business Culture).

### **Trusted Advisor**

Brian is a leading expert in measuring and diagnosing business cultures' strengths and weaknesses. His focus is on:

- Strategy (understanding, alignment and cross-functional commitment)
- Cultural processes that inform, teach and reinforce the 'way we do things here'
- Individual accountability (proactively influencing, taking ownership and achieving desired results)
- Employee engagement (doing the 4 'Rights of Engagement' consistently)

And here's why - 'Organizations with effective cultures outperform unremarkable competitors by a margin of 20-30 percent' (source: HBR).

Brian's work also goes beyond surveys and assessments. He is passionate about equipping companies with practical tools and techniques to help engage higher performance. Research by The Conference Board has shown that engaged employees outperform their disengaged colleagues by 20-28 percent.

### **Solid Experience**

Brian spent more than 30 years working for Caterpillar, the world's leading manufacturer of construction and mining equipment. While at Caterpillar, Brian worked in various roles, including Corporate Public Affairs, Manufacturing, Sales, Logistics and Strategic Talent Management.

His experience, which spanned across multiple departments, gave Brian a unique vantage point, allowing him to spot inefficiencies within the company's processes and talent development.

Brian actively participated in solutions for the inefficiencies he uncovered. Brian helped invent Caterpillar's patent-pending Cultural Assessment Process (CAP) and was actively involved in the redesign of their global Employee Opinion Survey (EOS) process and the launch of their Corporate Values. Brian also helped lead the design and execution of Caterpillar's highly successful global Employee Engagement strategy.

Brian realized these problems were not unique to Caterpillar. To date, Brian has provided OE/OD consulting services to nearly 200 locations around the globe.

### **Speaker and Trainer**

Brian's keynotes and workshops provides practical and immediately useful insights and processes. His research, past experience and passion make for great learning experiences. He has been a featured speaker at CONEXPO, Con-way Transportation, 3M, Texas A&M University, Snow & Ice Management Association (SIMA), SIGMA, McDonald's Corporation, Kenexa and more.

### **Senior Fellow**

Brian serves as a Senior Fellow for The Conference Board's Human Capital Exchange. The Conference Board helps leaders navigate issues by delivering business insights, and connecting senior executives across industries and geographies to share ideas. The Human Capital Exchange™ provides research, analysis, and thought leadership across the entire human capital spectrum.

### **Author**

Brian is the co-author of five books including *180 Ways to Build Employee Engagement* and *A Slice of Life: The Benefits of Personal Engagement*. He is a regular contributor to *CED (Construction Equipment Distribution) Magazine*.

To learn more about working with Brian please visit: [BrianGareau.com](http://BrianGareau.com).