

# BRIAN GAREAU

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

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 four 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).