

# WHAT THE WORLD'S BEST WORKPLACES DO DIFFERENTLY

IDEAL FOR MANAGERS, EXECUTIVES, HR PROFESSIONALS, AND ANYONE COMMITTED TO BUILDING AN EXTRAORDINARY WORKPLACE.

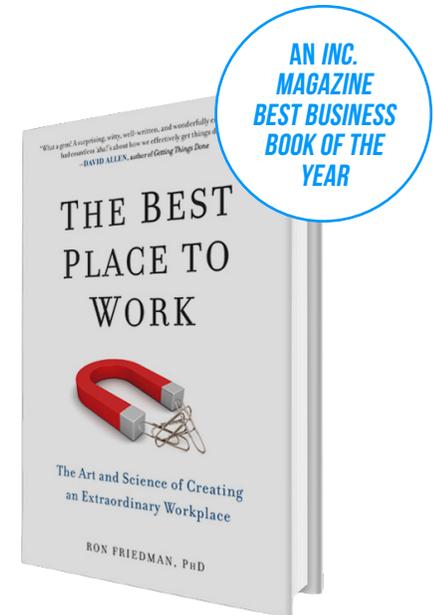
In his bestselling book, *The Best Place to Work: The Art and Science of Creating an Extraordinary Workplace*, award-winning psychologist Ron Friedman surveyed the world's most successful organizations, identifying key practices that empower them to thrive.

In this engaging keynote, Dr. Friedman reveals the highlights, offering a surprising look at the emerging science of workplace excellence.

## YOU'LL DISCOVER:

- Why great workplaces reward failure.
- How turning colleagues into close friends can bolster your bottom line.
- Why smart managers aim to complicate rather than simplify their employees' lives.
- What the best jobs have in common with a video game.
- Why Dreamworks pays employees to decorate their desks, why the Boston Consulting Group penalizes analysts who don't go on vacation, and why Radio Flyer provides mileage reimbursement for employees who ride their bikes.

By the end of this presentation, not only will you and your team think differently about your workplace, you're bound to come away with a variety of actionable insights that you can immediately put to use.



AVAILABLE AS A KEYNOTE OR HALF-DAY TRAINING WORKSHOP

## PRAISE FOR WHAT THE WORLD'S BEST WORKPLACES DO DIFFERENTLY

*"Dr. Friedman was absolutely fabulous. Our attendees were blown away. Thanks so much for your assistance. We'll definitely be considering him for future IBM events."*

— IBM Smarter Workforce Institute

*"I was blown away by the quality. Dr. Friedman was very prepared, natural and engaging. I've already heard discussion within our building about bringing him back for a workshop or another speaking engagement."*

— MassMutual

*"Friedman's findings are often surprisingly counterintuitive, yet always convincing."*

— Daniel H. Pink, author of DRIVE

## ABOUT THE AUTHOR



Ron Friedman, Ph.D., is an award-winning social psychologist who specializes in human motivation.

He has served on the faculty of the University of Rochester, Nazareth College, and Hobart and William Smith Colleges, and has consulted for Fortune 500 companies, political leaders, and the world's leading nonprofits.

Popular accounts of his research have appeared on NPR and in major newspapers, including The New York Times, Washington Post, Boston Globe, the Globe and Mail, The Guardian, as well as magazines such as Men's Health, Shape, and Allure.

He is a frequent contributor to Harvard Business Review, CNN, Forbes, Fast Company, and Psychology Today.