



## Marcus Buckingham

Founder of the Strengths Revolution, Head of ADP Research Institute—People + Performance, *New York Times* Bestselling Author



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**“My hope and dream is that you find a life in which you get to express the unique spirit that is You, in the most intelligent, most contributive, most meaningful way possible.”**  
—Marcus Buckingham

Marcus Buckingham is a researcher and thought leader focused on unlocking strengths, increasing performance, and pioneering the future of how people work. Building on nearly two decades of experience as a senior researcher at Gallup Organization, he currently guides the vision of ADP Research Institute as co-head and talent expert. He founded the Marcus Buckingham Company in 2006 with a clear mission: to instigate a strengths revolution. He believes that companies that focus on cultivating employees' strengths rather than simply improving on their weaknesses stand to dramatically increase efficiency and productivity while allowing

for maximum personal growth. Marcus focuses his speeches on the correlation between strengths-driven, engaged employees and business fundamentals, such as turnover rates, customer satisfaction, profits, and productivity.

As an internationally renowned thought leader and business expert, Marcus has been profiled by the *New York Times*, *Fortune*, *Fast Company*, *Harvard Business Review*, *USA Today*, and the *Wall Street Journal*. He has also appeared on numerous television programs, including *Larry King Live*, *The Today Show*, and *The Oprah Winfrey Show*. He has worked with Toyota, Facebook, Lululemon, Coca-Cola, Box, Master Foods, Wells Fargo, Microsoft, and Disney to inspire people to find their strengths and sustain long-lasting personal success.

Marcus's first book, *First, Break All the Rules* (co-authored with Curt Coffman; 1999), argues that rules stifle originality and uniqueness, which can enable all of us to achieve our highest performance. The goal is to provide team leaders with the tools they need to turn talent into performance and drive the organization toward greater success and productivity. His other books about strengths in the workplace include *Now, Discover Your Strengths* (co-authored with Donald O. Clifton; 2001); *The One Thing You Need to Know* (2005); *Go Put Your Strengths To Work* (2007); *The Truth About You* (2008), and *Find Your Strongest Life* (2009). Building on the success of *StandOut* (2011), *StandOut 2.0* features a productivity platform to reveal a person's top two strength roles (areas of comparative advantage). *StandOut 2.0* gives people practical innovations that fit their strengths, and gives team leaders quick insights on how to get the best from their team members.