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BUILDING A BETTER WORLD THROUGH BUSINESS

“We are built to take care of each other. Unfortunately we see that as the exception when it should be the rule.”

--Simon Sinek, Author
Leaders Eat Last



“This organization [Barry-Wehmiller] is built for people to exist together as human beings are meant to exist with each other...to take care of each other.”

--Simon Sinek, Author
Leaders Eat Last



If Simon Sinek visited
your organization,
what would he find?



3 of 4:
DISENGAGED

7 of 8:
**COMPANY DOESN'T
CARE ABOUT THEM**



130 million
stressed, unhappy
people heading
home each day

TGIF!

We have a leadership crisis.





The number one determinant of
happiness:

A GOOD JOB

**Meaningful work among
people we care about.**

--Gallup poll of 155 countries

**We believe
business leaders
have the power
to address this
crisis!**



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People Purpose Performance



I was taught to...

- Pursue profit & personal success
- Create shareholder value
- ...by viewing people as objects


“We have paid people
for their hands for years
and they would have
given us their heads
and hearts for free...*if
we had only known how
to ask!*”



barrywehmiller

- \$2B Capital Equipment & Consulting Services Company
- 70 Acquisitions
- 8,400 Team Members
- US, UK, Italy, Belgium, Hungary, India & more
- 16% Compound Growth in Share Price Since 1988





We combined
a unique strategy
with a caring culture
to transform
a 120-year-old business
into a *thriving* organization!



Why can't business be fun?

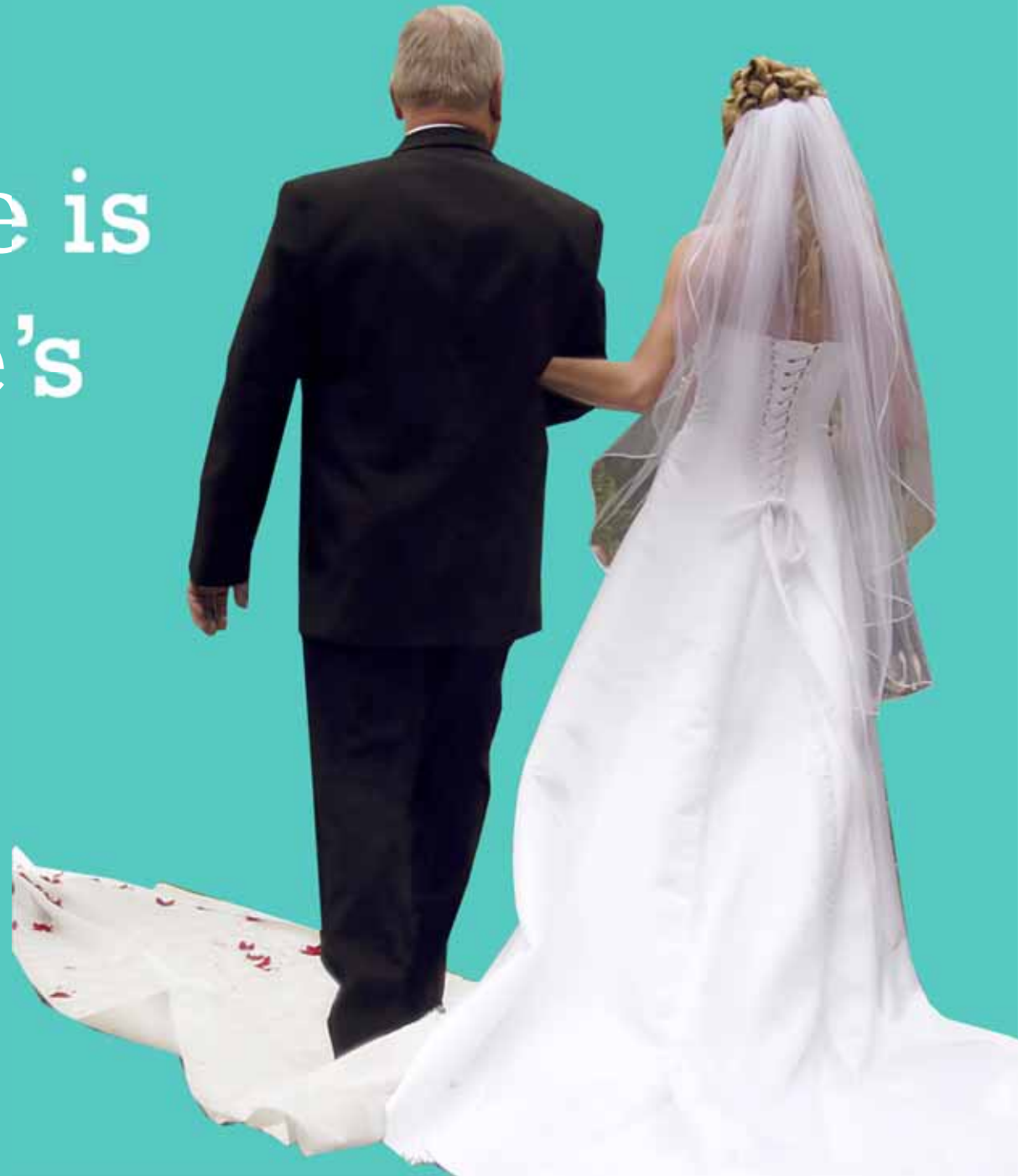




Leaders have
the unique
opportunity to
shape lives.



Everyone is
someone's
precious
child.



Collectively we defined what great leadership would look like!



Our Guiding Principles:



We measure success
by the way we touch
the lives of people.





**We commit to sending
our friends home
safe, well and fulfilled.**

Leaders are stewards of the
lives entrusted to them.





“My wife is talking to me!”

“I got ten things right
and I never heard a
word and I got one thing
wrong and I never
heard the end of it!”



Shine a light on desired behavior.



2009

**Economic downturn
challenges our vision**

**If we measure success by the way
we touch the lives of people,
how do we respond?**





How can we transform
managers into *leaders*?



What has been our
greatest learning?

Listening




“Purpose doesn’t have to emanate from the product. You can define a purpose around people, by enriching their lives and empowering them.”

--Raj Sisodia, Author
Conscious Capitalism,
Firms of Endearment
& our book (pub. 2016)





- People want to know that who they are and what they do **MATTERS!**
- Listening is a rare gift and the most powerful act of **CARING!**
- How we **LEAD** has a profound impact on how those entrusted to us **LIVE!**



“In the military, they give medals to those who are willing to sacrifice themselves so that others may gain.

“In business, we give bonuses to those who are willing to sacrifice others so that we may gain.”

--Simon Sinek, Author
Leaders Eat Last



“I've never seen a more kind,
generous, compassionate culture in
any organization. To be honest, I
didn't believe it existed outside my
mind. It's been a life-changing day
for me.”

--Amy Cuddy,
Harvard Business School



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WHY?

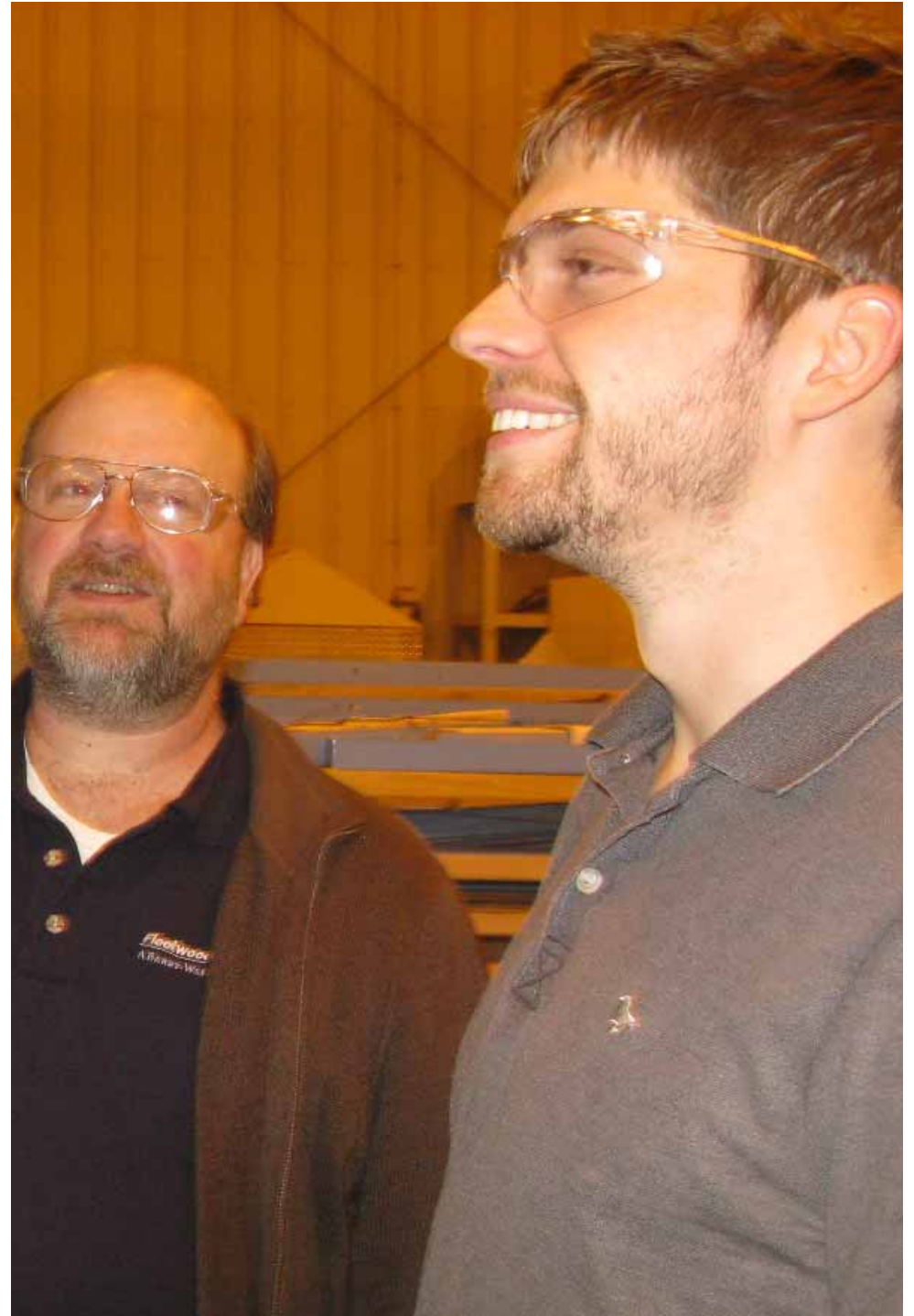


Better Mom



Better Husband

Better Son



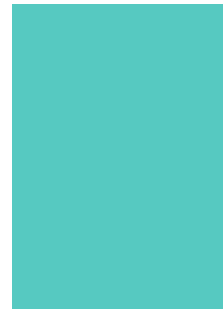


Better World



Happiness = A Good Job

Meaningful work among
people who care





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