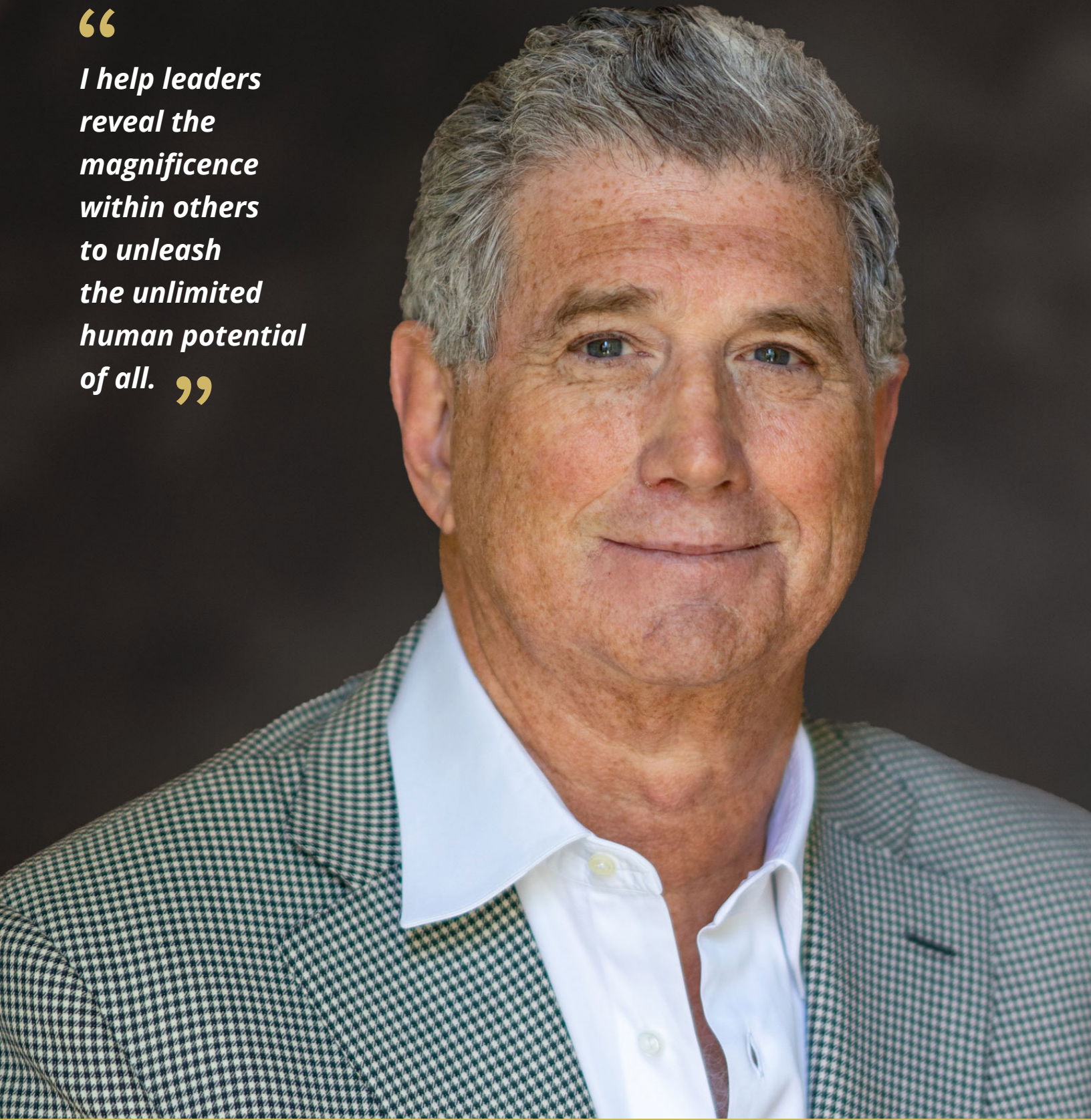


“

*I help leaders  
reveal the  
magnificence  
within others  
to unleash  
the unlimited  
human potential  
of all.* ”



# RUSSELL M. KERN

SPEAKER | AUTHOR | CEO | CONSULTANT | COACH





## Book the Magnificent Manager Development Expert

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# Russell M. Kern

CEO/Founder of Kern and Partners

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### Empowering Audiences with The 12 Winning Habits for Greater Team Success and Improved Bottom Line Results.

#### His presentations are for:

- Executives and Senior Leaders
- Chief HR and People Leaders
- Senior Talent and Development Leaders
- Department Managers
- Companies of all sizes across a wide range of industries.

#### Keynote and Workshop Topics:

- The Magnificent Manager Advantage: The Winning Formula for Success
- High Impact Teaming: Transforming Team Dynamics for Better Bottom Line Results
- The Cowboy Code of Leadership for Peak Team Performance

Russell has distilled over four decades of hands-on CEO experience and countless hours of employee engagement research into actionable insights for developing magnificent managers who attract, grow, and retain top talent and inspire outstanding team performance.

With a career that spans from a garage start-up to leading a 400-person national creative agency, his work in leadership and manager development offers long-term behavior change for substantial positive business results. His methods are not theoretical. They are built from academic research and proven globally to improve employee retention, customer satisfaction, sales, and profits.



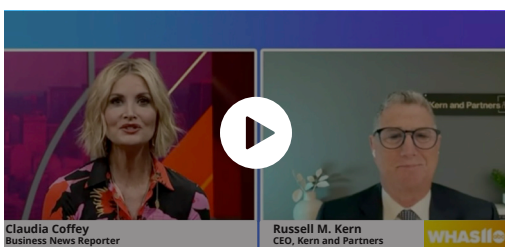
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# Watch



## Why You Should Book Russell For Your Next Event?



## Learn Russell's Five Big Leadership Lessons

## Clients and Partners

**DIRECTV**

**Canon**



**fetch**



**emplifi**

**ADWEEK**



**opmg** | OMNICOM PRECISION  
MARKETING GROUP

## What Your Audiences Will Experience During Russell's Presentation

Russell engages his audience by inviting them to join him on a journey of transformation. His personal story reveals the profound impact Magnificent Managers have on employee engagement, retention, team productivity, and organizational success.

His style is clear and direct. He engages, entertains, and interacts with the audience using polls, data insights, and personal stories relevant to his experience garnered from 40 years as a hands-on CEO.

When Russell is your keynote speaker, audiences don't just listen, they laugh, learn, and walk away with a profound 'Aha!' moment that sparks lasting change. His presentation is not just essential, it's a catalyst for leaders seeking to unlock their teams' full potential and lead their organizations to new heights of success and profitability.



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# Read

## What Senior Executives Are Saying

“

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Russell brought us his wealth of knowledge and expertise in the areas where my team needed support. He has a fantastic track record of delivering training sessions that are not only informative, but engaging and impactful. His session empowered my team to excel in their roles and achieve outstanding results.

**Zarnaz Arila, Chief Marketing Officer, Emplify**

“

---

I feel Russell's training should be mandatory for all leaders and teams. It optimized the way our people work together and our workflow ... all leaders should consider how much team members feel more valued when we show we care by investing in their development.

**Charlene Minx, Founder, President Minx Law**

“

Russell has the ability to break things down into their lowest on denominator, so it is easy for people to understand his key concepts. There's a warm and friendly, easy to understand manner to his presentation.

**Jeff Biesman, Chief Marketing Officer, National Debt Relief**

”

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# Trailblazing Leaders

With Russell Kern



Former Sony Global Marketing Co-President



Author & Leadership Keynote Speaker



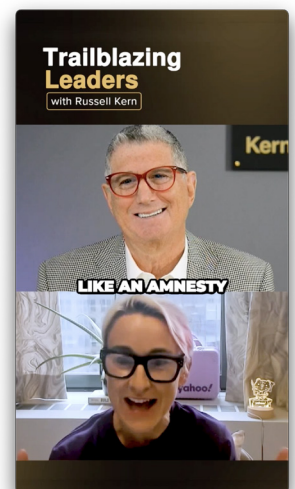
Yahoo! CPO



Professor at Case Western Reserve University

## Check out Russell M. Kern's Trailblazing Leaders Podcast

You can find his episodes on Apple Podcasts, Spotify, and YouTube.



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# Who

## Russell's Biography and Credentials



Russell M. Kern stands as a beacon in the realms of business leadership, entrepreneurship, authorship, education, and speaking.

At the core of his professional journey is a profound dedication to human capital optimization, manager development and team excellence.

As the CEO and founder of Kern and Partners, Russell's mission is to elevate senior leaders' ability to foster employee engagement, enhance customer satisfaction, and drive organizational growth and profitability.

His consultancy is celebrated for its innovative approaches in developing Magnificent Managers and Luminous Leaders, leveraging academically validated and globally recognized principles for improving team dynamics through leadership behavior change.

Over his four decade career, Russell has touched the lives of thousands, delivering transformational speeches and training sessions at industry conferences nationwide.



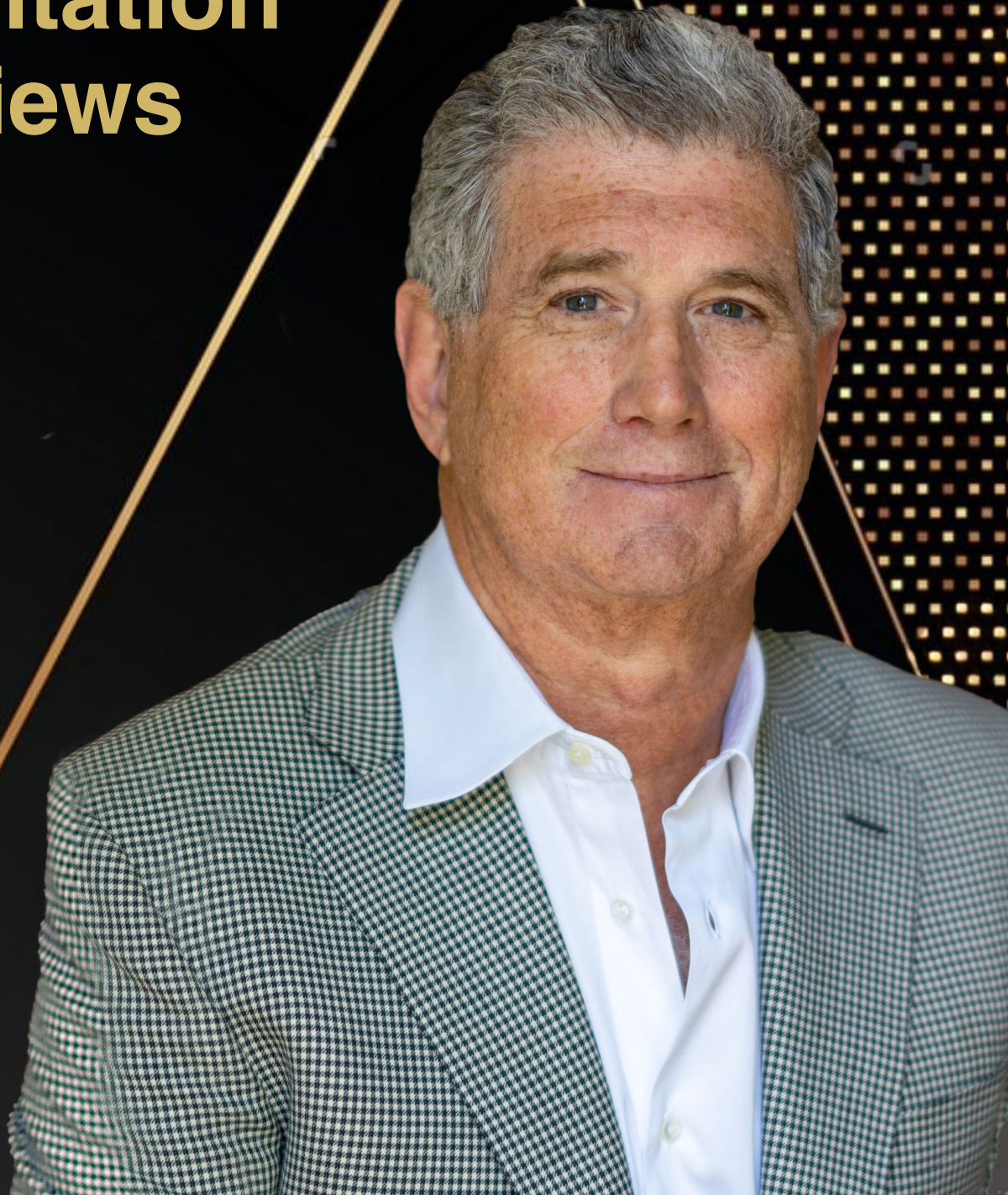
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**Russell M. Kern**

# **Keynote Presentation Overviews**



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# The Magnificent Manager Advantage

## The Winning Formula for Success

### The 12 Winning Habits that Attract, Grow, and Retain Top Talent Who Drive Exceptional Team Performance

The roles of all senior and mid-level managers are challenging. The job of “manager” is not for the faint of heart, but it sits at the core of every aspect of business success.

In Russell's keynote, he provides fresh perspectives on the problems managers are facing in our post-Covid, hybrid, new, generationally-defined workforce. He shows how to improve engagement and retention by meeting the 12 core needs with the workforce by mastering the proven habits that attract, grow and retain talent who inspire outstanding team performances.

#### **This speech is a must for:**

- Top Executives and Senior Leaders
- Chief HR and People Leaders
- Senior Talent and Development Leaders

### Attendees will leave this session:

- Realizing why NOW is the time to rethink the impact managers have on a business's culture, engagement, customer satisfaction and business growth.
- Understanding the financial and cultural benefits of prioritizing manager development that increase employee engagement.
- Gaining insights into the three mega trends causing leader to rethink many of their legacy policies and structures.
- Learning simple, low-cost, actionable steps to enhance employee retention and collaboration.
- Knowing how to use The 12 Winning Habits of Magnificent Managers as a development road map for long-term positive behavior change.

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# High Impact Teaming

## Transforming Team Dynamics For Better Bottom Line Results

### High Performing Leadership Skills for High Impact Teams

This Keynote presentation is designed to help team leaders sharpen their existing skills by providing them with new tools, methods and strategies to harness the brilliance and passion within every team member.

Using university research, globally proven team optimization principles combined with interactive stories of success, challenges, and setbacks, Russell's keynote will touch on the most high-impact team behavior concepts:

1. Using the CAB Model of Clarity, Alignment and Behavior
2. Forming High Trust, Authentic Appreciative Connections
3. The Five Behaviors Within Every High-Performing Team
4. Harnessing The Natural Genius Within Every Team Member

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### Attendees will leave this session:

- Appreciating a deeper understanding of what is required to create a high-impact team culture
  - Knowing how to apply the principles of The Five Behaviors of a High-Impact Team to maximize team performance
  - Engaging the concepts of Working Genius to ensure the right people are in the right roles to optimize their work passion
  - Knowing how to use appreciative inquiry, active listening, and reflecting response processes to understand the dreams, hopes, goals, and motivators of each team member through story sharing
  - Learning how to be a talent manager while providing growth-oriented coaching that improves employee engagement and retention
- 

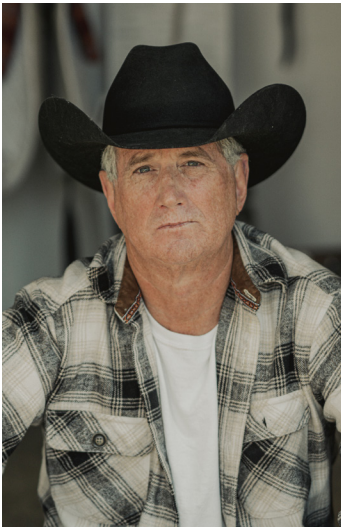
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# The Cowboy Code of Leadership

## For Peak Team Performance

### 10 Rules from the Cowboys of the Past, Present, and Yellowstone.



Russell's "Cowboy Code," though more mythical than real, offers audiences a fun and profound journey into the dynamics of peak-performing teams in today's corporate world.

Russell's perspectives gained from spending summers at the Jameson ranch, and his ownership of raising, training and riding horses, combined with quips and wisdom from TV shows such as "Yellowstone", enables executives and managers to understand how the Cowboy Code applies directly to Leadership Peak Team Performance.

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#### Attendees will leave this session:

- Understanding the The Ten Cowboy Code Principles and how they apply to optimizing team dynamics.
  - How, by integrating these principles into the ethos of teams, leaders can foster an environment of trust, respect, collaboration, and resilience – the four essential ingredients for peak performance.
  - Understanding that the responsibility of team leadership can be lonely. That Cowboys finish what they start. That being a Cowboy isn't in their clothes, it's in their character.
  - Understanding the essential of loyalty: Leaders need to be loyal to their employees and customers to secure their loyalty.
  - Knowing that if you want to get people's best performance, tap into their passion.
- 

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# For Meeting Planners

## Customized Presentation Preparations:

Russell M. Kern creates a program that accomplishes what you want to accomplish. When you hire Russell to present at your event, he will personally interview you and your contacts well in advance. After learning about your organization's goals, challenges and culture, he will weave his findings into a customized presentation that combines his expertise developing managers and improving team dynamics with the needs of your organization.

## Delivery Options:

- A 20 to 60-minute keynote, that can be expanded into half or full-day breakout workshops or concurrent sessions (which can also include one-on-one coaching and follow-on reinforcement webinars)
- Russell's keynotes can be presented virtually
- Russell can also moderate a panel of executives, or engage with a single executive "interview" style

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## Ideal Audience:

- CEOs, President's, and Senior Leaders
- Chief People and HR Leaders
- Senior Learning and Development Executives
- Department Managers
- New-to-the-role of manager

## Pre or Post Presentation Support Materials

Every attendee will have the opportunity to instantly receive Russell's eGuide: The Magnificent Manager Advantage, courtesy of the meeting chair. This eGuide is a valuable takeaway to a leader because it is a ROADMAP to developing Magnificent Managers and High Performing Teams.

All attendees will leave with Russell's exclusive "You Are Magnificent" poster and wristband and selfie photo for sharing with their team members. Plus he is always willing to spend time your audience for on the spot 1:1 rapid brainstorming sessions.

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## Support Materials Available for Meeting Planners:

- Stage Introduction and Biography bio
- A selection of professional images
- Audio-visual requests

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