



Speaking to senior leaders: culture strategies for 8 figure growth

SPEAKER KIT

Ed Know 
TALENT TRANSFORMATION EXPERT

NSA
NATIONAL SPEAKERS ASSOCIATION
PROFESSIONAL
MEMBER

WHO IS ED KROW?

ED KROW, SPHR, CCP, SHRM-SCP & AUTHOR

Ed is a talent and company culture expert who delivers captivating, high-energy keynote presentations that challenge the traditional model of HR and prepare decision-makers for motivating their people with a win-win strategy in the Experience Age.

The only Talent Transformation Expert in his field, Ed has helped over 250 clients achieve talent and culture transformations, including Fortune 500 companies like **Bosch, Pfizer** and **Johnson & Johnson**. When the world went virtual, he was invited to speak to the Global Soft Skills Community at **Microsoft**, with excellent reviews and feedback; a testament to his value during times of rapid change.

Audiences value Ed's deep understanding of the employee/ employer dynamic and his ability to create a connection with them right away through stories based on his experiences and insight. He provides practical approaches, actionable tools and relates relevant situations to inspire empathy and action.

ACHIEVEMENTS



This was the best session of the whole conference. Information was valuable, and there were great takeaways. Ed is an engaging speaker!

- ROXY ANTONIO

Director of HR, Missouri Department of Revenue

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Ed is a member of the National Speakers Association, the Forbes Coaching Council and a regular contributor to Forbes.com. He is the author of *Strategic HR: Driving Bottom Line Results Through Your People*.

When he's not on stage or helping clients, Ed teaches at Millersville University. His first love is family, with golf vying for a close second. If you do catch him at home, he's likely cheering for the Notre Dame or Baltimore Ravens football teams.



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TOP 4 SPEAKING TOPICS

A speaker, trainer and coach certified by The John Maxwell Team, Ed's topics bring a refreshing perspective on how to leverage what we commonly view as "people problems", and turn negative growth into business success.

1. LEADING IN THE EXPERIENCE AGE: AN EXECUTIVE'S GUIDE TO THE NEW WORKFORCE PARADIGM

Organizations still using "churn and burn" Information Age tactics to hire and motivate employees will experience a talent shortage, and the hallmark "people problems" that prevent them from breaking through their revenue ceiling, causing negative growth. This seminar will help you begin to discover the wealth of talent right before your eyes, when you move your People Strategy into the Experience Age.

2. CREATING A CULTURE OF ENGAGEMENT

Ed shares how to create a system that will attract, motivate, and retain key talent, as well as encourage employees to focus on continuous operational improvement.

3. COMPETING FOR PEOPLE: STRATEGIES TO WIN THE WAR FOR TALENT

We're in a job seeker's market, and the old recruiting method won't cut it anymore. Most companies still post a job description and expect lots of applicants - but that's thing of the past. Today's workforce is researching your company to see if your core values align with the difference they want to make in their communities and the world.

To attract talent that will meet your business objectives in today's market you must build a strong employment brand and nurture job candidates like customers. In this workshop, attendees will learn and apply the strategies necessary to lower job vacancies and align your culture and values to the talent your company needs to grow in a jobseeker's market!

4. BECOMING A PERSON OF INFLUENCE

In this interactive session, Ed shows attendees simple, insightful ways to interact more positively with others, and then watch their personal and organizational success go off the charts! With influence you can achieve success at work, at home, and in every area of life.

VALUED CLIENTS



PennState



US Army Corps of Engineers

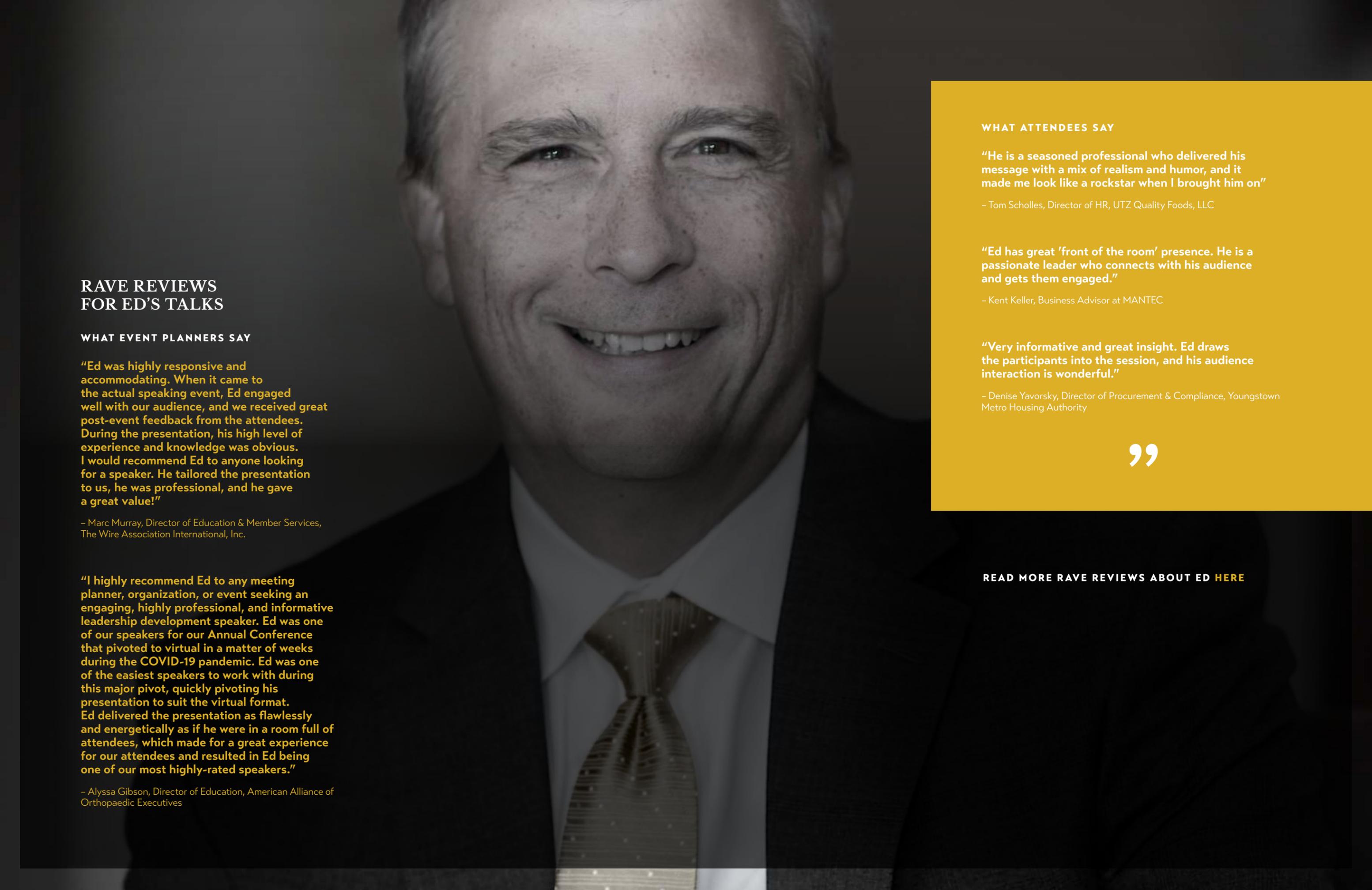


Johnson & Johnson



VOITH





RAVE REVIEWS FOR ED'S TALKS

WHAT EVENT PLANNERS SAY

"Ed was highly responsive and accommodating. When it came to the actual speaking event, Ed engaged well with our audience, and we received great post-event feedback from the attendees. During the presentation, his high level of experience and knowledge was obvious. I would recommend Ed to anyone looking for a speaker. He tailored the presentation to us, he was professional, and he gave a great value!"

– Marc Murray, Director of Education & Member Services, The Wire Association International, Inc.

"I highly recommend Ed to any meeting planner, organization, or event seeking an engaging, highly professional, and informative leadership development speaker. Ed was one of our speakers for our Annual Conference that pivoted to virtual in a matter of weeks during the COVID-19 pandemic. Ed was one of the easiest speakers to work with during this major pivot, quickly pivoting his presentation to suit the virtual format. Ed delivered the presentation as flawlessly and energetically as if he were in a room full of attendees, which made for a great experience for our attendees and resulted in Ed being one of our most highly-rated speakers."

– Alyssa Gibson, Director of Education, American Alliance of Orthopaedic Executives

WHAT ATTENDEES SAY

"He is a seasoned professional who delivered his message with a mix of realism and humor, and it made me look like a rockstar when I brought him on!"

– Tom Scholles, Director of HR, UTZ Quality Foods, LLC

"Ed has great 'front of the room' presence. He is a passionate leader who connects with his audience and gets them engaged."

– Kent Keller, Business Advisor at MANTEC

"Very informative and great insight. Ed draws the participants into the session, and his audience interaction is wonderful."

– Denise Yavorsky, Director of Procurement & Compliance, Youngstown Metro Housing Authority

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[READ MORE RAVE REVIEWS ABOUT ED HERE](#)

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