

TAKING CARE OF BUSINESS CONFERENCE

Keynote Speakers



Robert Richman is a culture strategist and was the co-creator of Zappos Insights, an innovative program focused on educating companies on the secrets behind Zappos' amazing employee culture. Richman built Zappos Insights from a small website to a thriving multi-million dollar business teaching over 25,000 students per year. Through his work, Richman has been helpful for improving the employee culture at hundreds of companies. He has pioneered a number of innovative techniques to build culture, such as bringing improv comedy to the workplace. His new book, *The Culture Blueprint*, is a systematic guide to how a workplace can help people grow, inspire amazing service, and ultimately drive revenue through amazing culture.



Tommy Spaulding is the founder and president of Spaulding Companies, a leadership development, speaking, training and executive coaching firm based in Denver, Colo. A world-renowned speaker on leadership, Spaulding has spoken to hundreds of organizations, associations, educational institutions and corporations around the globe. His first book, *It's Not Just Who You Know: Transform Your Life and Your Organization by Turning Colleagues and Contacts into Lasting, Genuine Relationships*, quickly became a national best seller. His most recent book, *The Heart-Led Leader*, is a *New York Times* and *Wall Street Journal* national bestseller and was also listed on Inc.com's Top 100 Business Books of 2015.



Dr. Bill Withers is a full professor and *Leadership Fellow* at Wartburg College, where he also served as both the assistant director of their leadership institute and a department chair for over a decade. He has more than two decades of management and leadership experience in both business and education, and his research has been presented multiple times at the *International Conference on Business* in Honolulu. Dr. Withers has both studied and served organizations such as Proctor & Gamble, Ritz-Carlton, Disney, Four Seasons, Starbucks, and most recently, Southwest Airlines, and he was also a contributing writer to three books in the areas of leadership and customer service.

