



# Richard Hadden

*Value your workforce, become an employer-of-choice, and discover the link between employees and earnings*

## Testimonials:

We hope [speakers] are entertaining and inspirational. You certainly measured up in both categories. I was particularly impressed with the research you did in preparing your presentation. Making it personal to so many made this event very special.

— FEDERAL RESERVE BANK OF ATLANTA

You did it! You had them all in the palm of your hand. Thank you for two terrific presentations. Not only did you win the popularity contest, you are on the radar screen for bigger and better things. Thank you so much for all the time you took to get to know the audience and issues ahead of time.

— INDEPENDENT BANKERS ASSOCIATION OF TEXAS

We truly appreciate the level of preparation that obviously went into your presentation, as did the audience. Thank you for helping to make this year's event a tremendous success, and we look forward to working with you again.

— MASSACHUSETTS HOSPITAL ASSOCIATION

WOW, you sure exceeded my expectations! ... We experienced the most well-prepared, well-researched keynote ever. You were fun and inspiring.

— PIONEER COLLEGE CATERERS

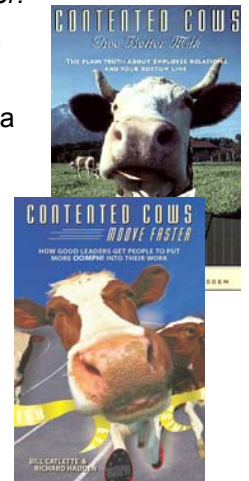
Richard Hadden, foremost management expert, has a vital message for employers. There is a very real connection between people and profits! Becoming an 'employer of choice' doesn't happen by accident or luck. It's the result of a calculated business strategy. The hard-hitting business classic, *Contented Cows Give Better Milk: The Plain Truth About Employee Relations and Your Bottom Line*, makes a well-researched case that treating your employees right will make you more money.

The more recent companion book, *Contented Cows MOOve Faster: How Good Leaders Get People to Put More OOMPH! Into Their Work*, validates that most employees can contribute much more if they really wanted to. The book, destined to be another business standard, reveals how great leaders inspire and draw out that extra effort—resulting in greater profits.

Creating great workplaces, where all employees are valued and respected, is the heart of Richard's messages. As co-author of these two bestsellers and one of the country's highest rated speakers on employee relations, he knows how to attract and keep a motivated staff, as well as create an ideal work environment.

Recognized for his research and customization, Richard blends real-life perspectives with humor every interactive program. While treating employees the right way might simply be the *right* thing to do, Richard also proves it is good business! With an eye on the bottom line, he offers hard evidence that employers who value their workforce and create terrific environments in which to work, win because of well-planned, well-executed business strategies.

After earning a BS in Management from Jacksonville University and an MBA from the University of North Florida, Richard worked in various capacities—as a manager of an S&L association, an IT director, a college professor of management, software design, and international economics, and an entrepreneur. In fact, Richard is a rare speaker who communicates with the authority of one with firsthand knowledge and real life experiences. Since 1990, as a consultant and trainer, he has addressed numerous corporations and associations throughout the U.S., Canada, Europe, the Caribbean, and Australia. Richard's highly rated programs include: Becoming an 'Employer of Choice' ♦ Leadership ♦ Employee Retention/Turnover ♦ Employee Morale ♦ The War for Talent ♦ How to Earn the Greatest Return for Your Human Capital



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