



Craig Yarde

Attract the most loyal employees, create the most fun workplace and build the most productive, profitable business!

Craig practices what he preaches—Yarde Metals' associates are the best evidence that his philosophy works!

There's nothing better than going to work every morning knowing the company you work for cares about you and your family (including pets).

—Scott, Inside Sales

People are treated fairly and with respect ... people know your name, you are not a number. That's important to me and everyone.

—Ron, Manufacturing

There is such satisfaction in working for a company whose owners and managers encourage you to share your ideas. They make you feel part of the decision-making process. This helps to keep people motivated, thinking, and contributing to the success of the company.

—Susan, Communications

No amount of money is worth more than respect. When you treat people with respect, you build a multi-million dollar company. We're given the freedom to do our jobs. The best way to get a job done is to listen to the person who does the job. Involve them in the process. They are part of the solution and don't want to let you down.

—Mike, Manufacturing

Craig Yarde has done exactly that! Here's a businessman who built a hugely successful company from the ground up using his own innovative management style. And now he shares his philosophy and winning concepts with other business owners and senior executives.

In 1976 in Bristol, Connecticut, Craig started Yarde Metals in a small basement room of his home. With \$1,000 from the sale of his motorcycle, he began brokering metal over the phone. A year later, partnering with his brother, Bruce, the company moved into a small rented factory. In 1986, the company needed an 85,000 SF facility. But by mid-2003, Yarde Metals was in need of much larger facilities—that's when they moved into the current corporate offices and plant, a state-of-the-art 500,000 SF facility in Southington, CT. Today, between the headquarters and nine service centers (in New Hampshire, North Carolina, Ohio, Pennsylvania, Massachusetts, Florida and three towns in New York), Yarde Metals boasts over 600 employees—or as Craig refers to them, associate "owners"—and conducts business in Europe and Asia, representatives in Korea and China.

From a \$1,000 investment to a \$400 million business, Craig credits his management style for the revenue-generating machine that his hard-working, loyal team of associates creates every day. Craig's effective management style, known as Corporate Leveling, has four basic principles:

- 1) LEVEL THE PLAYING FIELD**—treat all associates with equality and respect
- 2) OPEN THE BOOKS** – share company financials and strategy with everyone
- 3) SHARE THE PROFITS** – let everyone have a piece of the pie
- 4) WOW YOUR ASSOCIATES** – create an ideal workplace with lifestyle amenities

Craig is passionate about his messages. His eye-opening, thought-provoking and energizing programs help other executives in their quest to build winning companies. Craig knows that minimizing stress, maximizing communications, and creating a positive and appreciative environment for all team members will make a company an "employer of choice," as well as profitable and productive.

Craig is available for keynotes, breakout sessions and workshops on topics such as:

- Developing a Winning Corporate Culture
- Opening the Books & Educating Your Team
- Creative Ways to Keep Satisfied & Motivated Employees
- Building Consensus and Getting Commitment
- Executing Plans & Keeping Promises



ESPARZA SPEAKERS

2200 WILSON BLVD., #102-364 • ARLINGTON, VA 22201-3324

PHONE: 703.243.1620 • WEBSITE: WWW.ESPARZASPEAKERS.COM