



## **RICHARD HADDEN**

### **STAY POSITIVE AND PERFORM AT YOUR PEAK**

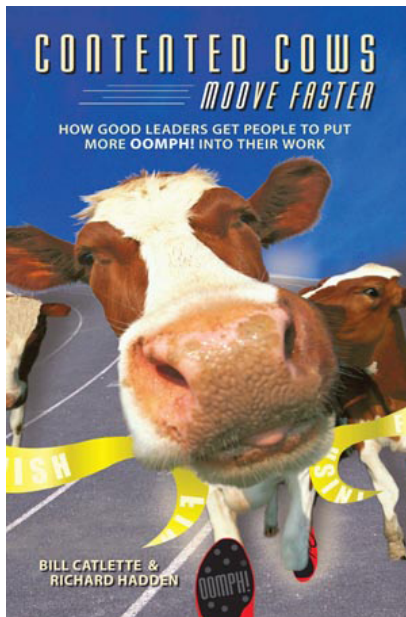
As co-author of the bestselling business book, *Contented Cows Give Better Milk: The Plain Truth About Employee Relations and Your Bottom Line*, Richard Hadden helps employers to be more profitable by creating a great place to work.

Since starting his speaking career in 1989, he has delivered more than 300 keynotes and seminars to more than 150 clients in North America and abroad.

You've heard it before "I'll customize my presentation for your audience." Richard Hadden's clients will tell you enthusiastically, "He delivers on that promise!"

## RICHARD HADDEN

### TOPICS



#### **CONTENTED COWS GIVE BETTER MILK**

Based on the book, co-written with Bill Catlette, *Contented Cows Give Better Milk*, this is a compelling look at the practices of companies who have been successful by treating their employees well. Learn the three common characteristics of Contented Cow Companies, and how you can replicate their practices to have a workforce that's Committed, Cared About, and Enabled to do their best work.

#### **BOTTOM LINE LEADERSHIP**

Offered in half- or full-day format, this interactive seminar guides participants through a process of discovery illustrating the three "employment imperatives" outlined in *Contented Cows Give Better Milk*. Each learning unit begins with a high-impact exercise to illustrate the unit's theme. Participants leave with action plans to make theirs a Contented Cows Company.

#### **THE JOURNEY THUS FAR: FOUNDATIONS FOR A FABULOUS FUTURE!**

This is your story. Using information gathered from in-depth research on your organization, Richard will take a look at your past, and what it took to get where you are today. He'll present today's challenges, and help you chart a path for the future. Using music, photography, and something he calls "The View Through the Rear View Mirror", he'll leave your group delighted, excited, and inspired to even greater success. You've never seen customization like this! Your audience deserves the thrill of hearing their story told in words and pictures.

# SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS

## RICHARD HADDEN

### CLIENT LIST

Abbot Laboratories  
AIM Fund Management  
Alaske Visitors Association  
American Cancer Society  
American Express  
Assn of Business Administrators  
of Christian Colleges  
Bank of Montreal  
Barnhill Contracting Co.  
Bell Canada  
BellSouth  
Bombardier Aerospace  
Chick-fil-A  
Club Corporation of America  
Delta Air Lines  
Ditch Witch  
EDS  
Employee Services Management Assn  
Federal Reserve Bank of Atlanta  
First Floridian Home & Auto Insurance Co.  
Florida Power Corporation  
Florida Times-Union  
Fluor Global Services  
Follett Higher education Group  
Georgia Department of Labor  
Georgia World Congress Center  
Guardian Industries  
Handy Way Food Stores  
Hewlett Packard  
Independent Bankers Assn of Texas  
Independent Power HR Assn  
Indiana CPA Society  
Intel  
J.M. Huber Corporation  
Jacksonville Electric Authority  
John Deere  
M.D. Anderson Cancer Center  
Marion General Hospital  
Massachusetts Hospital Assn  
Mayo Clinic  
MHI Hotels  
Mrs. Fields Famous Brands  
National Auto Auction Assn  
National Auto Finance  
National Welding Supply Assn  
Netcentives.com  
Nielsen Media Research  
Pfizer  
Pioneer College Caterers  
Ptintpack

Quality Chekd Dairies  
Rocky Mountain Helicopter  
Roofing Contractors Association of Texas  
Siemens  
Southeastern Carwash Assn  
St. Luke's Hospital  
TECO Energy  
Texas Press Association  
The Paradies Shops  
The PRISM Network  
Timber Products Manufacturers Assn  
United Stationer Supply  
Vanity Fair Intimates  
Vistakon  
W.L. Homes  
Western States Roofing Contractors Assn  
Winston-Salem Journal  
Winter Haven Hospital  
YMCA

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### TESTIMONIALS

"You were informative, motivational, and entertaining. We never expected you to sing! Your session was one of the highlights of this year's convention."

Tina Lindgren  
Alaska Visitors Association

"I was particularly impressed with the research you did in preparing your presentation, Making your presentation so personal made this event very special."

Jack Guynn  
President  
Federal Reserve Bank of Atlanta

"I have had several calls from the participants expressing what a great speaker we had at the meeting. It makes me proud to have been such a success with my peers."

Tracy Libby  
Club Corporation of America

"Your preparation and commitment to success make your Contented Cows keynote a sure hit for any organization that truly wants to improve employee performance by improving employees relations."

Tim Kern  
Pfizer U.S. Pharmaceuticals

"Wow... you sure exceeded my expectations! What we experienced was the most well prepared, well-researched keynote ever!"

David Nicely  
Pioneer College Caterers