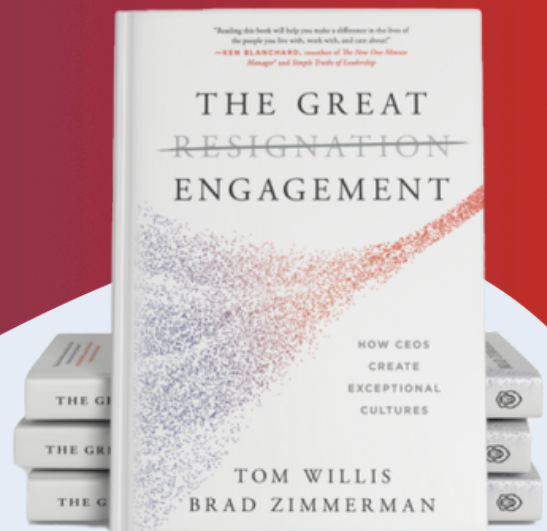


Empowering People to Produce Results

Pragmatic Insights to Inspire Your
Audience to Create Exceptional
Teams & Cultures



Speaker | Author | CEO

www.TomWillisKeynotes.com



Speaker Author CEO



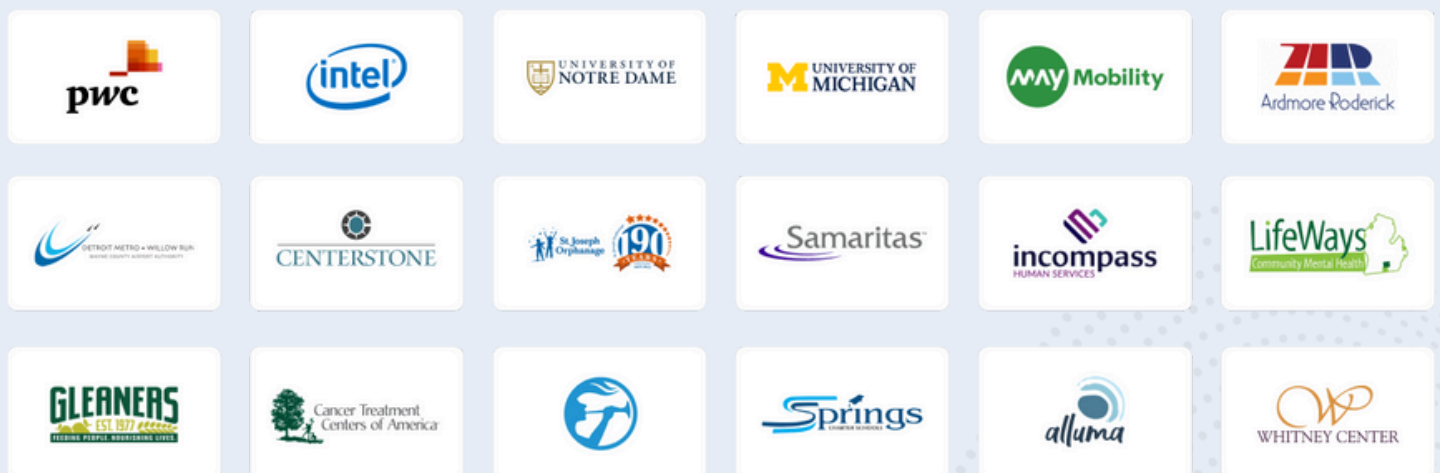
I believe we are all born with unlimited potential. And as a former classroom teacher, I also believe in the power of lifelong learning. These beliefs have shaped my primary goal in life: helping others climb the exhilarating mountain of life to uncover talents so they can reach their potential.

Like the mountains I love climbing, leadership provides inspiration and perspective. The summit reveals not just the hard work earned on the path behind us, but the unlimited possibilities ahead. And helping others climb the mountain of life is both challenging and fulfilling. As we climb, we gain a clearer view of ourselves and what we're capable of achieving with this one precious life we have. We realize that we can keep going, climb even higher, and grow into the best version of ourselves.

Today, through Phoenix Performance Partners, I help leaders transform their organizational cultures—not through complex frameworks, but through proven, straightforward approaches that unlock the potential already present in your teams.

Prior to Phoenix Partners, I had the great honor of serving as; CEO for Cornerstone; a consultant with PricewaterhouseCoopers; and an engineer with the Intel Corporation.

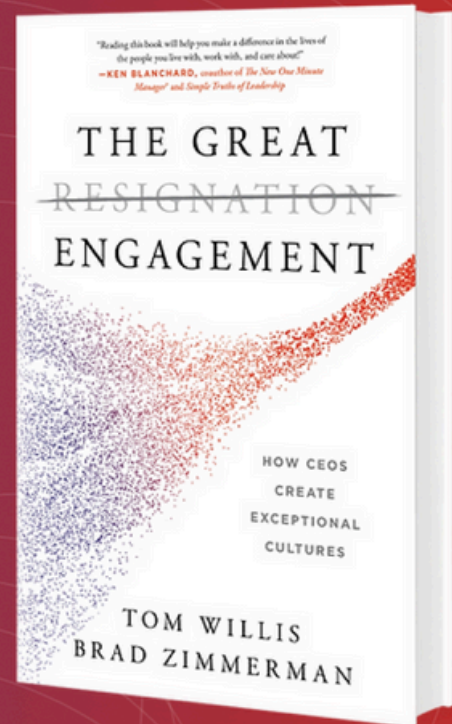
Along the way, I was fortunate to earn degrees from the University of Michigan and the University of Notre Dame (MBA). My greatest blessings remain my faith, my wife, and our three remarkable children who remind me daily of what truly matters.



The Great Engagement

THE GREAT ~~RESIGNATION~~ ENGAGEMENT

TOM WILLIS
BRAD ZIMMERMAN



KEN BLANCHARD

Author of *The One Minute Manager*®

Over 28 million books sold in 47 languages Amazon's Hall of Fame

Top 25 best-selling authors

“The Great Engagement is all about servant leadership in action.

The leadership aspect of servant leadership is about aspiration: what is your vision for yourself and your people? Once that’s clear, you move to the servant aspect of servant leadership, which is about empowering your people: giving them the capacity to use their talents to make a difference.

Reading this book will help you make a difference in the lives of the people you live with, work with, and care about!”



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Tom's Areas of Expertise



**Culture
Transformation**



Keynote Speaking



**CEO Mastermind
Forums**



Your audience's time and focus is precious. They expect to learn and grow. And you want to deliver value via inspiration, humor, highly relevant insights & actionable concepts.

I appreciate this deeply.

This is precisely why I focus on relationships and asking lots of questions so that I can personalizing my keynote based on your input and insights. This customization is how I ensure I deliver the value your audience deserves.





Climb Higher & Unlock Peak Performance:

3 Tools to Building Engaged Teams with Transformational Leadership

Imagine a world where your team:

- ✓ Thrives, energized by their work and purpose-driven to achieve extraordinary results.
- ✓ Innovates relentlessly, fueled by a culture of collaboration and trust.
- ✓ Stays resilient through challenges, united by a shared vision and unwavering commitment.

This is the power of engagement. But in the post-Great Resignation era, 49% of employees are considering quitting, leaving leaders scrambling

Tom will share an equation for engagement and 3 pragmatic tools you can implement right away.

This isn't just a presentation, it's an interactive workshop. You will leave with actionable strategies, a renewed perspective, and the tools to build an exceptional culture where engagement thrives.

Together we will:

- ✓ Tap into the brain science of novelty.
- ✓ Discover how to ignite passion and ownership, the drivers of engagement.
- ✓ Reconsider the three most powerful and practical tools to foster an engaged team and culture.
- ✓ Wrestle with real-world challenges like burnout, talent retention, and accountability.



Tom Willis

BREAKOUT SESSION POSSIBILITIES

01



**Flip the Script on Accountability:
Build a Culture of Trust, Growth
and Thriving Teams**

02



**Unlock Hidden Potential:
A Crash Course in Building a
Coaching Culture**

03



**Customized Options:
Tom can speak on dozens of topics**



Breakout Session: 1

Flip the Script on Accountability: Build a Culture of Trust, Growth and Thriving Teams

Accountability is a key ingredient to the success of any organization. But accountability is often misunderstood, leading to fear, blame, and stifled performance

Join us in this session as we break free from the traditional "blame game" and explore a positive, transformational approach to accountability.

We'll dive into:

- ✓ The counterproductive view of "accountability as punishment.
- ✓ A productive view of accountability as supportive of one's success.
- ✓ The mindsets behind motivation and learn how to cultivate a culture of intrinsic responsibility.
- ✓ Fostering personal aspiration in your team members, the essential and frequently missing foundation for accountability.
- ✓ 10 Steps to implement Supportive Accountability.

In this session, you will not only understand the "why" of supportive accountability, but also walk away with the "how."



Breakout Session: 2

Unlock Hidden Potential: A Crash Course in Building a Coaching Culture

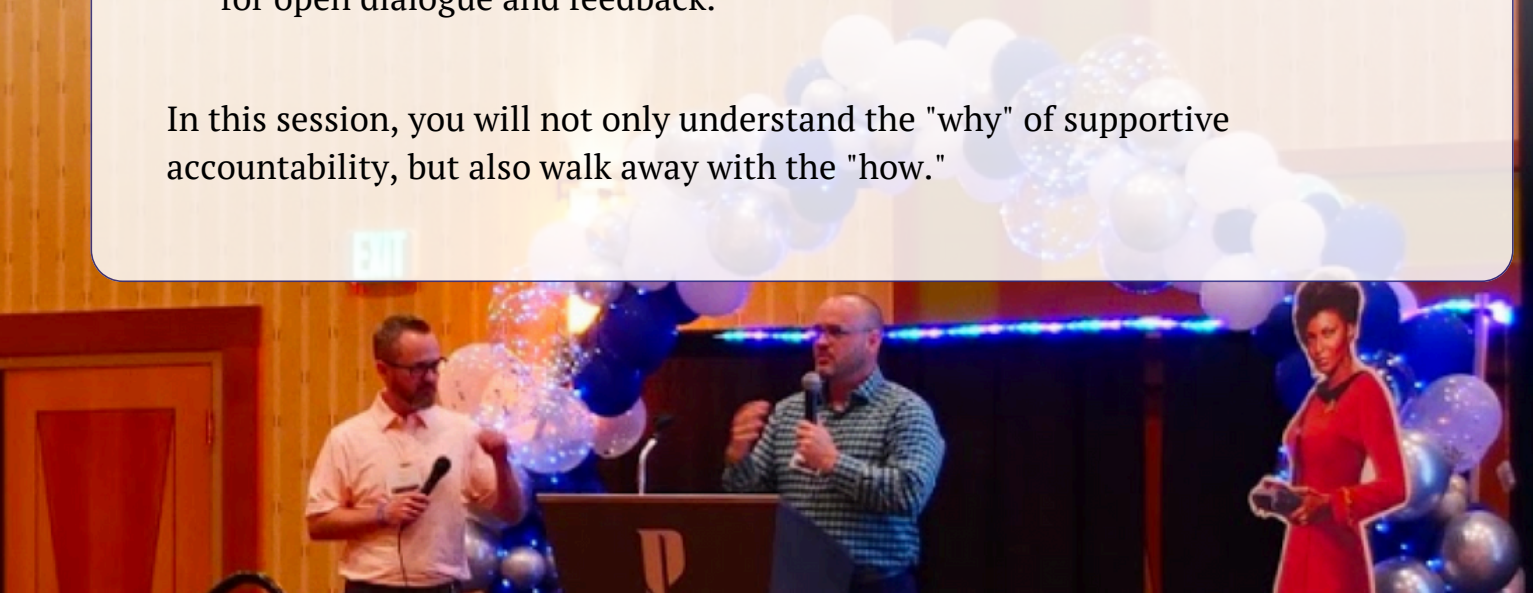
Coaching is powerful if, and only if, you create a culture rooted in a desire for personal growth, psychological safety, and trust.

Join us for an interactive and engaging crash course in coaching.

In this session, we will explore:

- ✓ The Missing Key: Discover the most overlooked yet essential ingredient for successful coaching.
- ✓ The power of Transformational Coaching: not just solving problems but unlocking potential and unleashing hidden talents for lasting growth and development.
- ✓ How to get in the Coaching Game: Hone your coaching skills through interactive exercises and practice sessions.
- ✓ Building the Ecosystem: Learn practical steps to foster a coaching culture within your organization – from identifying internal coaches to creating space for open dialogue and feedback.

In this session, you will not only understand the "why" of supportive accountability, but also walk away with the "how."



A Workplace Culture Crisis

GALLUP®

Workplace

U.S. Engagement Hits 11-Year Low

4.8 million fewer U.S. employees are engaged

Many teams don't reach their full potential and it's hard to fully understand why. In the wake of the Great Resignation, it's more critical than ever that every team member is engaged in what they do. If they're not, the consequences are serious;

Here are a few to consider:

Two-thirds of US workers feel disengaged; and of those, 74 percent are either actively looking for new work or are open to new opportunities. {Gallup}

Productivity and profitability fall. According to the American Psychological Association, the stress associated with not being fully engaged at work costs the US economy 550 million days off a year, at a cost of \$500 billion.

We Can Do Better. **We Must Do Better.**

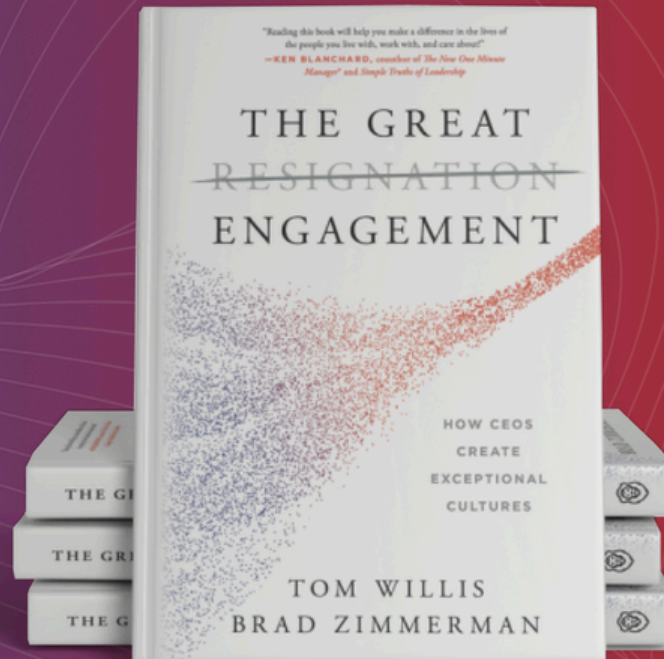
When people don't feel connected to their work, numbers plummet.

When leaders can't diagnose the problem, great people vanish.

The solution starts with leadership that creates exceptional cultures —
at every level.



Attendees will receive a copy of The Great Engagement



Future Possibility

Select CEOs will be invited to join ***The Interchange***: A humble group of CEOs, Superintendents & Presidents who value integrity and personal growth who meet for a monthly CEO mastermind forum.

the interchange 

A CEO FORUM FOR INNOVATIVE, STRATEGIC THOUGHT AND ACTION



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(313) 445-8976



More about Tom Willis and his team at PHOENIX PERFORMANCE PARTNERS



We strive toward a future when all people can shed self-limiting beliefs — where there is unlimited educational, economic, and social opportunity for all. We're committed to making that happen. For more than 30 years, we've been creating organizational cultures that produce superior results and foster personal growth.

when work becomes a lifetime passion

I am living a blessed life. My team has had the honor to serve thousands of organizational leaders over the past three decades. We help people discover the best in themselves and help them do the same for those they serve: employees, customers, and communities.

“This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one...”

George Bernard Shaw





Google Rating

5.0 ★★★★★

Percentage of CEOs who perceive that they
received value that exceeded their investment

“100 times over.”

**“Yes absolutely and that is evidenced by
my going back and hiring them again.”**

“We will keep getting dividends each year.”

Testimonials

Dr. Daniel Nerad

Superintendent of Schools,
Birmingham Public Schools,
Birmingham, MI



Thank you very much for the work you are doing with me. I think the best way I can express myself is to share with you that I appreciate you serving as both a mirror and a window for me with my leadership work. The mirror involves you helping me see what exists in the data about my leadership work, but more importantly helping me see the blind spots that seem to have developed in me as a leader (I believe this is true for all leaders).



Jodi Landers

Chief People Officer, Certified
Executive Coach, Seasoned
Facilitator, Leadership
Consultant



I had the opportunity to work with Tom a couple of years ago, and it proved to be a life-changing experience for me.

My place of employment contracted with him to take our leadership team through a program as well as provide 1:1 coaching to all of the team members.



Dr. Thomas Mahoney

Superintendent ~ Community
Unit School District #220,
Oregon, IL



We have achieved a greater than 25% increase in academic achievement over last year. More evidence of the impact of our work with Phoenix Performance Partners.

Daniel Varner

President and CEO Goodwill
Industries



Tom is a great guy--thoughtful, intelligent, hardworking, positive, and honest.

Dave Gehm

CEO ~ Wellspring Lutheran
Services, MI



Wellspring has been working with Phoenix Performance for several months, including an intensive off-site retreat with me and my team. I've been CEO of Wellspring for 25 years, and have been through several "programs" to increase effectiveness and capacity. I can honestly say I have never experienced the kind of results we're beginning to see with Brad and Tom – particularly around two elements:

- 1) the personal growth I am experiencing (even after all these years) and the same I'm witnessing in my team (by their disclosure) is unlike anything else I/we have ever done
- 2) the efficiency of the team, the clarity of our work together, and the overall impact on our organization are already evident.

I am witnessing spontaneous acts of accountability.

That said, be careful what you wish for – they will challenge you and push you and poke you into discomfort, only because they are really good at what they do and they genuinely care about the folks they serve. Extraordinary.



Rashod R. Johnson, PE

President & CEO, Ardmore-Roderick, Chicago, IL



As a naturally skeptical person and engineer who needs lots of data and information, I was a little uneasy if we would really get the amount of value that I wanted from Phoenix Performance Partners.

However, this work has completely exceeded my expectations, and frankly, we now have a significantly better team as a result. The work we did with you enabled us to grow 3 fold over the last 3 years. Phoenix has exceeded my expectations, and we now have a significantly better team as a result.



Tasha Blackmon

CEO ~ Cherry Health, Grand Rapids, MI



Executive coaching from Phoenix Performance Partners has been an extremely edifying and invaluable way to sharpen my skills and build new skills. They have helped me to work through a variety of challenges with no judgment. After each coaching session, I have felt extremely empowered and refreshed, even if what I heard on the other line challenged my way of thinking, or made me realize how I might have contributed to a situation or circumstance.



David Breen

Managing Partner at PricewaterhouseCoopers (PwC)



Tom is one of the best leaders I have worked with. He is a builder of teams with a strong sense of mission. The thoughtful, open and honest approach to issue management results in high performance.



Jean M. Phelps

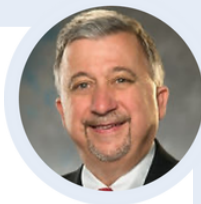
Chief Executive Officer at Incompass Human Services



Hands down, the best book for leaders seeking to grow in their own potential. The Great Engagement takes the reader on a journey of self-awareness and “engagement” in identifying one’s own purpose. I have many years as a seasoned executive leader to my credit, yet there was much for me to explore and discover about myself in reading this book. Concepts presented are relevant, meaningful, and useful. The book challenges the reader but is easily read and understood. Is provocative and eye opening without preaching. With their book, Brad and Tom meet you where are and help move you toward a better version of yourself.

David Guth

CEO ~ Centerstone America,
Nashville, TN



In my nearly 30 years of executive leadership, I have never encountered management consultants in Phoenix Performance Partners’ league. They are smart, insightful and truly committed to the success of their customers. Their work has been enormously beneficial to the organization, and to me, personally.

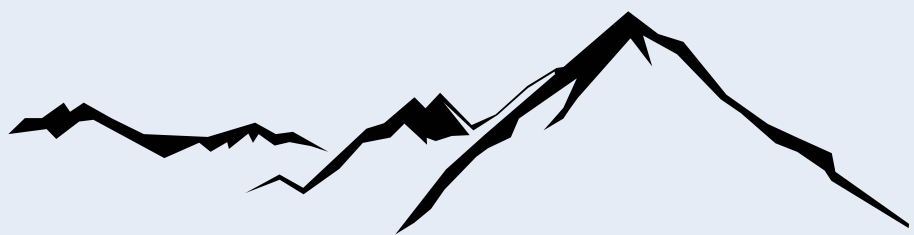
Dennis McDavid

Superintendent of Schools,
Berkley, MI



This is the best investment I have made in my time as Superintendent. Phoenix is as committed to our kids as we are. And their approach is different from anything I’ve seen in my 30 years as a professional. People have an increased level of confidence in themselves and their teammates. We will continue to work with them to build capacity within our organization to intentionally grow and develop our school Principals and all of our people.





TW | TOM WILLIS

CEO

Speaker

Author



Let's Connect



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