

Author | Speaker | Wiseguy

# Gary Magenta

## Purpose Obsessed

Thousands of people have laughed, cried and danced their way through Gary Magenta's unique, exhilarating sessions for more than 10 years. (Yes, danced!) Whether it's a private corporate event or a big industry conference, executives, managers and front-line employees look to Gary to inspire, transform and elevate their work and lives.

Top media companies look to Gary for his candid insight and expert opinion:

TIME InformationWeek  
FASTCOMPANY Forbes



*“Blown Away!”*

*“Great Topic!”*

*“Very Inspiring!”*

Some of the world's most influential organizations swear by Gary:

American Airlines



SWAROVSKI



Hilton

TOYOTA

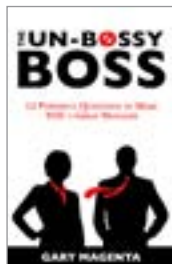


**Book Gary Now**

1.800.852.1315 [gmagenta@rootinc.com](mailto:gmagenta@rootinc.com)

## Keynotes | Workshops | 1/2 Days | Full Days

**Gary Magenta** is an internationally renowned speaker, author, and wiseguy. Whatever the challenge, Gary brings more than 30 years of business experience to every client, supported by a realistic outlook, a durable “street sense” for creating results, and a sense of humor that puts things into perspective. Gary is the author of *720 Haircuts – Creating Customer Loyalty that Lasts a Lifetime*, *The Un-Bossy Boss*, and the forthcoming book, *Disrupt, Defy, Differentiate!* Gary is a highly sought after media resource and speaker for client events, industry conferences, and business strategy and human resources seminars. He has been recognized with a Stevie American Business Award for Executive of the Year. Gary lives in Chicago, Illinois and Fort Myers Beach, Florida with his wife and has two grown sons. He is a serious foodie, a Google fanatic and an unapologetic reality show junkie.



[Click to see Gary in action](#)

From small groups to auditoriums filled with more than 5,000 people, Gary’s speeches engage, entertain and disrupt with relevant topics for industry conferences, business strategy and human resources and client events. Topics include:

### **Disrupt, Defy, Differentiate:**

#### **Three keys of great retail disruption (They will work for you, too!)**

- Discover what great disruptors do
- The steps you need to take to disrupt
- How to evaluate what your company is doing now

### **Ultimate Customer Experience:**

#### **How to have buyers jumping over the competition to get to you**

- Discover the importance of a customer-first culture
- How to empower managers to act like owners
- The difference an authentic exchange can make

### **Organizational Transformation:**

#### **Build a bridge from where you are to where you want to be**

- Discover how the most successful organizations make change happen
- The proven change process
- How important people are to the change process

### **The Power of Managers:**

#### **The secret weapon to engage employees, accelerate change, and drive results**

- Discover how to transform managers into your chief engagement officers
- How to accelerate your business growth through your managers
- What every manager needs to know to be successful

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