

Steve Lowisz Keynote Speaker & Trainer

CEO & Founder of Qualigence International

Keynote Speaker & Trainer on Talent Acquisition,
Talent Optimization and Leadership Optimization



STEVE LOWISZ

Steve Lowisz

(734) 521-2800

Email: steve@stevelowisz.com

Jennifer Reisig

Media & PR Engagement Strategist

(734) 432-6300

Email: jreisig@stevelowisz.com

Let's cut to the chase ...

STEVE'S SPEAKING ISN'T FOR EVERYONE.

If you're looking for another speaker with a dull PowerPoint who will make you feel good about everything you're already doing, then Steve's not your guy. Don't worry, there's plenty of other speakers out there that will fit the bill.

But if you're looking for a speaker who will challenge your way of thinking and offer a bold new perspective, you're in luck. Steve's not afraid to ruffle a few feathers in order to kickstart positive growth. He's there to give you no BS, actionable insights that empower you to make a real change at your organization.

If you want an unfiltered, hard-hitting speech on recruiting, retaining, and developing top talent, you've come to the right place.



“The only thing standing in between
your business strategy and
your business performance is
your people strategy.”

SPEAKER, CONSULTANT, EDUCATOR

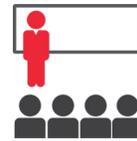
ABOUT STEVE

As a keynote speaker, Steve has spoken at TEDx, corporate events and conferences with action-oriented speeches on recruiting, HR and leadership. Steve is also the CEO and founder of Qualigence International, a leadership trainer, a recruiting educator and the Amazon best-selling author of *Recruiting Sucks...But it Doesn't Have To!*

With a unique and unconventional delivery style, Steve understands how to connect with everyone from executives and entrepreneurs to human resources and recruiters. As a result, companies including Cisco Systems, Starbucks, Whirlpool, CocaCola, Miller, Walgreen's and many others have engaged Steve as a speaker to educate, inspire, and uncover the true potential within their teams.

Steve's Accolades

- Advisory Board for the Management Department at Walsh College
- Michigan Small Business Person of the Year
- Michigan 50 Companies to Watch
- E&Y Entrepreneur of the Year Finalist
- Qualigence Won Best & Brightest Places to Work in the Nation
- Bank Board Member 2003—2008
- Official Member of Forbes HR Council
- Author of the Amazon Best-Selling Book *Recruiting Sucks... But It Doesn't Have To*
- John Maxwell Certified—Executive Level



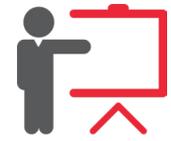
INSPIRE

Get inspired and learn how to empower your business with a speech from Steve. Steve's speaking is energizing, informative, and will give you the tools to take your business or career to the next-level.



CONSULT

Steve shows businesses how to use talent acquisition & optimization to overcome challenges and attain their goals. Steve's consulting is committed to empowering organizations by demonstrating how to get the right people and the right performance.



EDUCATE

With an engaging teaching style and a passion for helping others, Steve is a first-rate educator and trainer. Every session is oriented around offering practical, actionable education that supports your business goals.

RECRUITING SUCKS... BUT IT DOESN'T HAVE TO!

Breaking Through the Myths That Got Us Here



“People are our most important asset.” We hear it all the time — because it’s true. Most savvy business leaders understand the tremendous value of having the right people on a team. But the way in which we go about recruiting those people is all screwed up – here’s how we can do better.

Steve’s spent years honing innovative approaches to recruiting that deliver better results than the traditional model.

This keynote/workshop is ideal for:

- Talent acquisition leaders
- Business leaders looking to boost performance
- Anyone who’s sick and tired of the same old, same old in recruiting

“We were laughing and some people even cried. Speaking from his own experience, the delivery was incredible!”



60-90 MINUTES KEYNOTE 4 HOUR WORKSHOP

Takeaway:

- Learn the truth behind pervasive recruiting myths
- Rebuild your recruiting process to get the talent you need in a cost-effective manner
- Leverage insights honed from 20 years of industry experience

WERE THEY DEAD WHEN YOU HIRED THEM, OR DID YOU KILL THEM?

Getting to the Root of Poor Performance

You've seen it. You spend enormous amounts of time and energy to recruit the superstar candidate of your dreams. And then they fail. Why does this happen? Learn how to use talent optimization and advanced people analytics to address this issue head-on.

The time, money and resources we spend on recruiting is wasted if we're not engaging employees and inspiring them to perform. Good thing there's a scientifically-validated method for making that happen.

This keynote/workshop is ideal for:

- Business leaders
- Managers
- HR professionals
- Anyone looking to drive superior performance

“Immediately actionable! Steve's take on 'Informed Selection' opened our eyes quickly to what we are doing wrong, and how to fix it!”



WERE THEY DEAD WHEN YOU HIRED THEM,
OR DID YOU KILL THEM?

60 MINUTE KEYNOTE 3 HOUR WORKSHOP

Takeaway:

- Identify the causes of employee failure
- Inspire your employees to deliver next-level performance
- Drive engagement and retention to boost profits and crush goals

WHY YOUR METRICS DON'T MATTER!

We Get Whatever Results We Measure...So Choose Wisely

Business leaders, CFOs, and the like are measured on specific areas of company performance. So why is it that HR and recruiting metrics are so focused on reporting activity and not results? We need to identify metrics that contribute to business success. Here's how HR and recruiters can define metrics that truly matter.

If we want HR and recruiting departments to contribute meaningfully to organizational success, we need to measure the right goals.

This keynote/workshop is ideal for:

- HR leaders
- Talent acquisition leaders
- Business leaders looking to optimize their recruiting and HR departments

“It's about time someone said what we were thinking. What's the point of measuring engagement if we don't treat it?”



60 MINUTE KEYNOTE 3 HOUR WORKSHOP

Takeaway:

- Understand why many HR and recruiting metrics are pointless
- Identify metrics that make a real difference to the organization
- Use these metrics to make your recruiting or HR department more effective than ever

DIVERSITY & INCLUSION: LET'S TALK ABOUT THE ELEPHANT IN THE ROOM!

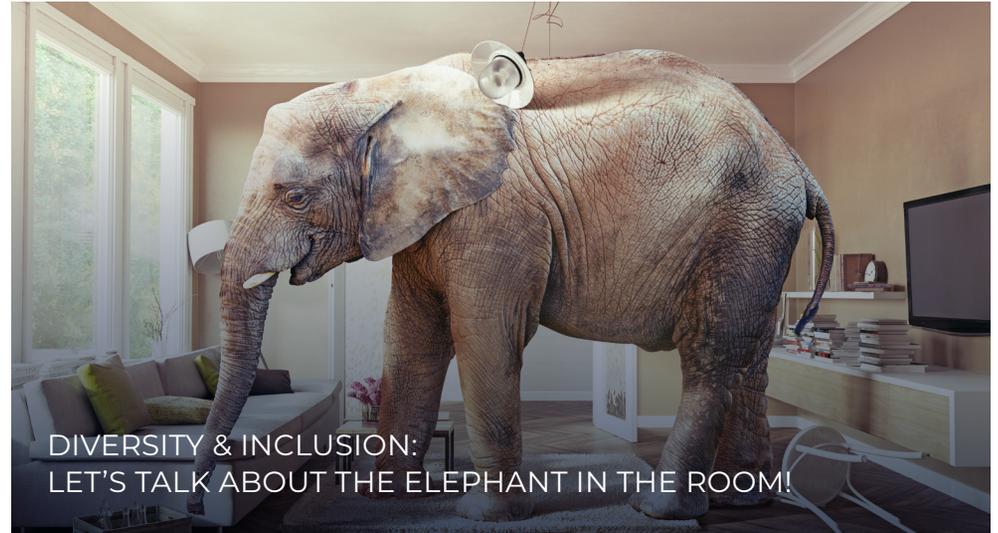
Why Diversity Initiatives Fail

Diversity and cultural inclusion directly benefit company performance. Unfortunately, most organizations still don't know how to successfully improve diversity and are afraid to ask the right questions about the issue. Get to the heart of why these initiatives fail and how we can do better.

*We all benefit from diversity in our organizations...
let's get a clear understanding of how to get there.*

This keynote/workshop is ideal for:

- Organizations looking to implement successful diversity initiatives
- Business leaders
- HR professionals



60 MINUTE KEYNOTE 4 HOUR WORKSHOP

Takeaway:

- Learn what makes a culture of inclusion
- Understand how diversity directly supports your unique business objectives
- Get a fresh perspective on the issue from my 17-year old daughter (no kidding)

EVERYTHING STARTS WITH **WHY** – DEFINING PURPOSE

People buy emotionally and justify rationally. It's time to sell to a candidates' emotions by offering a sense of purpose with the position.

Talent acquisition teams and HR departments are always asking how to attract top talent. We offer competitive salaries, great benefits, and perks, but all too often we forget to offer a sense of purpose. People want a sense of purpose in the workplace and they want to be a part of something bigger than themselves. Recruiters and HR departments need to let the world know how candidates can make an impact at their organization.

Top professionals care more about purpose than they do about a paycheck. It's time to start speaking their language.

This keynote/workshop is ideal for:

- Recruiters looking to step up their game
- Talent acquisition leaders who want to make better hires more often
- Business leaders seeking to get the talent they need



EVERYTHING STARTS WITH **WHY** –
DEFINING PURPOSE

60 MINUTE KEYNOTE
4 HOUR WORKSHOP

Takeaway:

- Learn how to craft job postings that get attention and applications
- Boost talent acquisition and engage with top professionals in any field
- Understand what draws candidates to certain companies in droves

COACHING – 5 REASONS IT DOESN'T WORK AND HOW TO FIX IT!

Coaching for Sustained Success

All too often we view coaching as a single act. How many times have we heard the phrase “We need to have a coaching session with so-and-so.” Coaches in professional sports understand that for coaching to be effective, it must be constant.

Understand what coaching is and is not...then learn how to effectively coach your teams to perform!

This keynote/workshop is ideal for:

- Managers at all levels
- Sales leaders
- Anyone in a leadership role looking to improve their coaching ability



60 MINUTE KEYNOTE 3 HOUR WORKSHOP

Takeaway:

- Understand why coaching fails so often in the workplace
- Develop a strategy to productively address issues
- Inspire employees to drive superior performance over the long-term

DON'T JUST PUT BUTTS IN SEATS

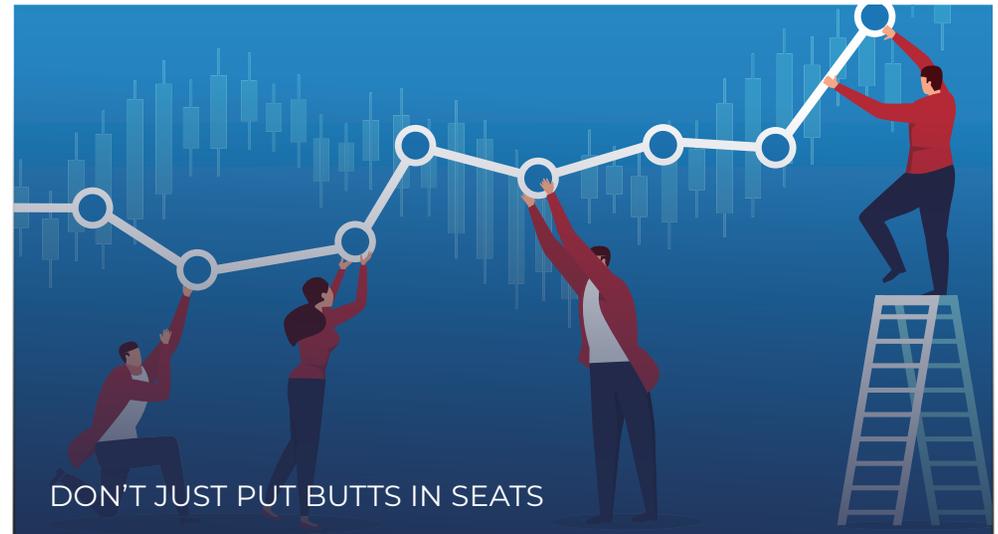
**We're Not Here to Fill Roles...
We're Here to Build Great Teams**

We need to think bigger than filling roles and start building amazing teams. Building teams is about knowing what you need from new employees and what drives each person. Learn how to understand what drives each team member and unlock the discretionary performance needed for success!

Championship teams are not built by chance – your organization shouldn't be either.

This keynote/workshop is ideal for:

- Talent acquisition leaders looking to make a bigger impact
- Managers who want to improve their teams
- Business leaders seeking to drive greater performance



**60 MINUTE KEYNOTE
3 HOUR WORKSHOP**

Takeaway:

- Develop a strategy that goes past filling open requisitions
- Understand what elements make for a great team
- Create teams that deliver next-level performance

FUNNEL HACKING FOR RECRUITERS

Getting information on potential candidates is easy...but you need to turn names into candidates.

Recruiters have more information on candidates than ever before through social media, LinkedIn, web scrapers, and other tools like artificial intelligence. But we have to know what great marketers have known for years...how to engage, entice, and get potential candidates to respond. Recruiting has evolved, and we need to adapt to use techniques to nurture candidates and turn them into employees.

All the great candidates are being bombarded by InMails and emails...learn how to cut through the noise to get responses and engage candidates.

This keynote/workshop is ideal for:

- Recruiters looking to up their game
- Talent acquisition leaders who want to make better hires more often
- Business leaders seeking to get the talent they need



60 MINUTE KEYNOTE
2 HOUR WORKSHOP

Takeaway:

- Leverage marketing funnels to drive more candidates to act
- Get the tools needed to develop, implement, and manage effective funnels
- Boost your funnel results with these tips

RESULTS-BASED INTERVIEWING™/ THE CORE 4™

Traditional selection and interviewing processes only work 30% of the time - but there's a better way to pick great candidates.

We hire for skill, but almost always fire employees for other reasons. Typically, new employees don't last because of their behavior, like a lack of motivation or a resistance to change. It's time we moved past faulty beliefs like the idea that several years of experience equates to skill or success. Learn how to use Results-Based Interviewing and Core 4 to uncover the true DNA behind your candidates.

Our people are our greatest assets...but we still don't know how to select the right candidates.

This keynote/workshop is ideal for:

- Talent acquisition leaders who want to make better hires
- Recruiters looking to better analyze candidates
- Business leaders looking to hire great talent more efficiently



60 MINUTE KEYNOTE 3 HOUR WORKSHOP

Takeaway:

- Establish an interview process that accurately and reliably assesses candidates
- Quickly select the best candidate from a pool
- Understand what drives a candidate and predict their success in a role

AWAKEN YOUR PURPOSE, DRIVE YOUR PERFORMANCE

The Key to Driving Team Performance is Purpose

As leaders, we're always looking for new ways to get our teams to perform. We spend so much money on performance management but miss the most important part: purpose! People thrive when they are working with purpose and united by a common goal that inspires them. Learn how to leverage the inspiring power of purpose to drive team performance.

Behind every great organization and team is a strong sense of purpose. Find yours and put it in action!

This keynote/workshop is ideal for:

- Business leaders at all levels
- Entrepreneurs & business owners
- Anyone looking to understand the DNA of great teams



AWAKEN YOUR PURPOSE,
DRIVE YOUR PERFORMANCE

60 MINUTE KEYNOTE 3 HOUR WORKSHOP

Takeaway:

- Learn why purpose is at the core of all great teams
- Find the purpose that drives your organization (it's not just money)
- Understand how to leverage purpose to drive performance and profits

THE POWER OF INFLUENCE

Leadership is all about influence. But are we leveraging our influence in a manner that inspires our teams to succeed and drives company growth?

All leaders use their influence to get work done and encourage their teams to perform. However, not all levels of influence are created equal. The best leaders are able to influence others even if they don't hold an influential position in the company. Learn how to apply this level of influence at your organization to boost performance and achieve your goals.

Real influence isn't about your position – it's about how you make others feel.

This keynote/workshop is ideal for:

- Leaders looking to improve their leadership ability
- Any professional looking to gain influence among their teams
- Rising leaders at any organization



60 MINUTE KEYNOTE
3 HOUR WORKSHOP

Takeaway:

- Get insight on the different ways leaders use influence
- Understand why some forms of influence work and why some do not
- Learn how to use influence to inspire others and drive real results

LEADERSHIP EMPOWERED, NOT OVERPOWERED, IN AN AGE OF DIGITAL DISRUPTION

Technology is changing everything we know about business. In order to innovate and succeed, leaders need to be able to rapidly adapt to an ever-evolving marketplace.

Businesses in nearly every industry are rushing to adapt to new technologies and trends. While digital disruption is concerning, leaders need to remember that it's also an enormous opportunity for growth – if we're able to adapt fast enough. Learn about the leadership shifts that we need to make to make the most of the opportunities provided by digital disruption.

You cannot be the same, think the same, and act the same if you hope to be successful in a world that does not remain the same.

This keynote/workshop is ideal for:

- Business leaders navigating challenges associated with digital disruption
- Professionals who are taking on a leadership role in a new collaborative environment
- HR professionals who want to guide talent strategy to support organizational goals



LEADERSHIP EMPOWERED,
NOT OVERPOWERED,
IN AN AGE OF **DIGITAL DISRUPTION**

60 MINUTE KEYNOTE
3 HOUR WORKSHOP

Takeaway:

- Understand the nature of digital disruption and how businesses can best adapt
- Get insight on why leaders need to make a leadership shift toward collaborative, flexible leadership
- Learn why purpose is at the core of every successful business – and how you can put into practice at your organization

EMERGING LEADERS PROGRAM

Your organization is only as strong as your leaders – from the c-suite to the ground floor. But leaders aren't born, they're made. This program covers everything new leaders need to know to start making an impact and inspiring teams to perform.

Kickstart growth for your organization's next best leaders.

This program is ideal for:

- Leaders relatively new to their leadership journey
- Leaders who have never had any formal training
- Any individual interested in advancing their career



**9 WEEKLY
90-MINUTE SESSIONS**

In this course for emerging leaders, you'll learn:

- Fundamental leadership principles for inspiring your team to achieve greater results
- How to bring out the best in the people around you
- A guide for communicating tough decisions and navigating hard times

DEVELOPING THE LEADER WITHIN YOU 2.0

As a leader, you have the incredible opportunity to bring out the best in others – and inspire people to follow you to greater success. Unfortunately, most lessons taught in corporate leadership trainings are completely wrong.

Learn how to cultivate true influence and inspire others to follow you because they WANT to, not because they HAVE to!

This program is ideal for:

- Experienced leaders looking to take their impact to the next level
- Frustrated leaders who wish their teams could deliver better results
- Leaders who want to help their teams reach their full potential



**12 WEEKLY
1 HOUR SESSIONS**



In this program, you'll learn:

- Why highly-effective leaders cultivate true influence
- The importance of prioritizing responsibilities to focus your vision
- How you can unlock the best from your team by modeling integrity and creating positive change

OWNERSHIP: CREATING AN ENVIRONMENT WHERE TEAMS CHOOSE OWNERSHIP

One of the biggest challenges leaders face is teams that won't take true ownership over their work and results. We can't force our teams to take ownership, but we can create an environment that inspires them to CHOOSE to take ownership.

Inspire teams to take charge, own their decisions, and truly care about their work and results.

This program is ideal for:

- Leaders who want to inspire their teams to take true ownership
- Leaders frustrated with teams who aren't invested
- HR leaders looking for a new approach to engaging teams

OWNERSHIP: CREATING AN ENVIRONMENT WHERE TEAMS CHOOSE OWNERSHIP



4 WEEKLY 60-MINUTE SESSIONS

In this course, you'll learn:

- Why you can assign responsibilities and accountability but not ownership
- How to create an environment where teams want to take ownership of their work and results
- The 4 steps that leaders have to take to inspire teams to take true ownership

JOHN MAXWELL TEAM

Steve Lowisz is a John Maxwell-certified leadership coach and an executive director of the John Maxwell team. This designates Steve as a top leadership expert and means he's ready to deliver engaging speeches on the John Maxwell leadership method and other topics.

- **The Maxwell Method of Coaching**
- **The Maxwell Method of Leadership**
- **The Maxwell Method of Selling**
- **The Maxwell Method of Speaking**

