

Daren Martin Program Description

Creating A Company of Owners: Maximizing Employee Engagement

This topic is based on Dr. Martin's top selling book A Company of Owners and is intended for company owners/executives/and managers. Establishing A Company of Owners results in a company where everyone treats the company as if it were their own. Zombie employees become extinct while rock-star employees thrive throughout.

Takeaways:

- Company Culture Killers (and how to eliminate them)
- How to Create a BAM (Business Actionable Mantra)
- Establishing a Powerful Identity
- Push Play – Why Fun is Good Business
- Hiring and Firing the Right People
- Maximizing Employee Engagement