

A silhouette of a person stands with their back to the camera, looking out over a landscape at sunset. The sky is a vibrant orange and yellow, with scattered clouds. The person's silhouette is dark against the bright background.

# REDEFINING LEADERSHIP

*"Make no mistake—in the 21st century, transformative leadership is about dispersing power, not collecting it. It's about giving other people a stronger voice. And we do this by turning inward, focusing on ourselves, and becoming the change that we wish to see and create. In this way, leadership is an inside job." —Kevin Hancock*



THE BUSINESS OF  
SHARED LEADERSHIP



*"Work should be meaningful for those who do it and companies can soar on the wings of humans at work. The future belongs to employee-centric organizations."*

—Kevin Hancock

## Customized Executive Coaching

### Motivating Others to Disperse Power

According to Gallup, 50% of all U.S. workers describe their life condition as struggling or suffering and only 34% of them self-identify as engaged at work. Additionally, Gallup workplace polling data have clearly linked sustained corporate success to customer engagement and customer engagement to employee engagement.

Kevin's coaching programs describe, define, and design clear pathways to 90% workplace engagement and the creation of a workplace that is meaningful and energy giving for its employees.

He is available to work with you and your organization to create a fully customized executive coaching leadership workshop. Kevin will help transform your leadership, culture, and business results.

#### Hear from Company Leaders

*"This was the best, most valuable leadership conference I've attended across my entire career. It was life changing."*

*"My brain is still spinning from all I've learned. Leaving fear behind and embracing my true voice—and burning the white flag! No going back."*

*"No words can describe how much this week meant to me as a leader. I've already communicated it to one key person in my life and got goosebumps when I did."*

Scan the code for more information about customized coaching opportunities.



**CONNECT WITH KEVIN:** KHANCOCK@HANCOCKLUMBER.COM



*"The real mission of our company is to enhance the lives of the people who work here—to make a meaningful contribution to the quality of their lives."*

—Kevin Hancock

## Keynote Speaking Opportunities

Through more than a decade of empirical learning, Kevin has become an advocate for the creation what he now describes as an "employee centric company," where the first priority is the experience of the people who work there.

Kevin is available to speak to your company or group about a range of topics. In part of his keynote addresses, he explains how to make work energy giving for those who do it and how company results can soar on the wings of thriving humans at work.

In addition to speaking engagements, Kevin is also available to participate in interviews and podcasts, or write an op-ed for your publication.

***Featured by Washington's Speaker Bureau, A-Speakers Int'l Bureau, and Executive Speakers Bureau***

### Hear from Recent Attendees

*"Our attendees have said that Kevin's keynote address was one of the most impactful they have experienced. This is coming from a convention that is in its 130th year! For myself as the project lead, I found Kevin to be wonderful to work with, from the initial outreach to the post-program follow-up items. He's an authentic human by nature and takes his role in the community very seriously. I would highly recommend!"*

*"Your presentation was flat out one of the best I have ever seen."*

*"You blew our community away. Everyone, literally everyone, thought your presentation was amazing and was looking forward to reading your book. Best giveaway we've ever been able to offer. We feel so lucky to have been able to bring you and your inspiring story to our delegation. Thank you!"*

*"Your presentation was brilliant and motivating!"*

Scan the code for more information about Kevin and hiring him to speak to your organization.



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# Motivating Transformational Leaders Executive Training Program

## A Model for Extraordinary Business Success

This exclusive program is designed for senior executives with a sincere desire to create a people-centered culture.

Motivating Transformational Leaders (MTL) links employee engagement to thriving leaders. Leaders must fill their own cup, and keep it full, in order to allow their teams to do the same. In this way MTL is a "mirror up" experience in which leaders become the change they wish to see.

The MTL Program pivots leaders from a top-down business model toward an employee-centric organization—making the betterment of individuals and society the mission. Restraint, not force, is the new path to building engagement, alignment, and results.

*"Leaders have a choice. They can be agents for releasing and strengthening the voices of others or they can blunt the human spirit."*

—Kevin Hancock

Scan the code for more  
information about the  
MTL program.



### Hear from Workshop Participants

*"I walked into the MTL retreat unsure of what to expect—and walked out transformed...I left inspired, energized, and ready to lead with bold curiosity. The flame that had long been flickering within me ignited like a cleansing wildfire, clearing old layers and making space for the growth of my true, authentic voice. That same flame lies within you too!"*

*"This was by far the best leadership program I have participated in. It spoke to who I am as a person and a leader and encouraged me to embody my true self as well as help to create a space for others to do the same."*

*"Thank you all for putting on such an amazing workshop. I couldn't wait to get to work this morning and begin sharing all that I have learned."*

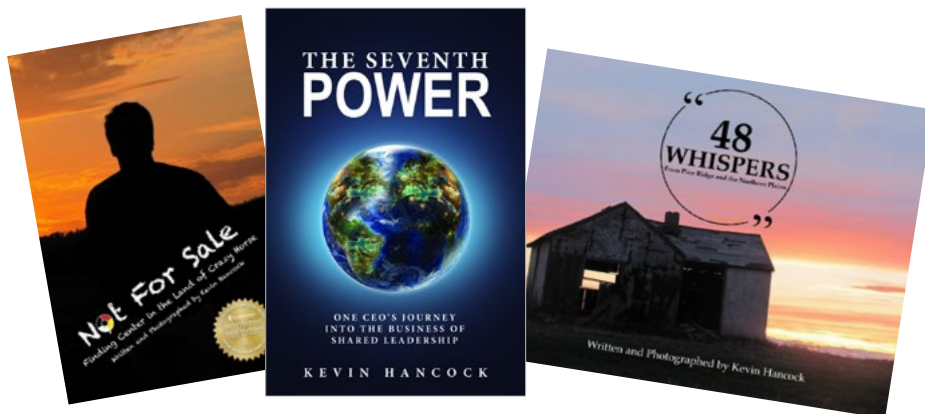
*"I would recommend this workshop to any business leader that wants to drive organizational excellence and profit through empowering their employees to be the engines of growth and change."*

*"This program is nothing short of remarkable!"*

The MTL program is offered exclusively by DoorTwo™ in partnership with The Business of Shared Leadership.

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# Spreading Shared Leadership Ideas



## Share in Kevin's Personal Journey

Read about Kevin's experiences and reflections that led to personal discovery and a pathway to organizational excellence. Scan the QR code for details. The site is an interactive resource center dedicated to reinventing the fundamentals of leadership, followership, and free enterprise.



## Watch, Read + Listen

To learn more about the business of shared leadership, scan the QR code and tour the collection of resources online including articles, podcasts, videos + keynotes, and blog posts. Subscribe to the blog to stay up to date with Kevin's latest news and ideas!



## Featured Work

Scan the QR code to read The New York Times and Inc. Magazine articles featuring how the Hancock Lumber's culture of shared leadership translated into record-setting business outcomes.



*NYTimes*



*Inc. Magazine*



## Meet Kevin Hancock

Kevin Hancock is the Chairman of his seventh-generation family business, Hancock Lumber, as well as an award-winning author, nationally recognized keynote speaker, and executive coach. Over the last decade, Kevin has written books, spoken locally and nationally, developed and co-hosted executive coaching programs, and created content that fuels his website, The Business of Shared Leadership. The mission of his personal website is to heighten Respect for All Voices. **"If everyone on Earth felt trusted, respected, valued, and heard, what might change?"** Kevin believes that everything might change—and, most importantly, that the workplace can and must become a catalyst for this transformation.

Kevin has worked at Hancock Lumber since 1991 and is passionate about its people-first and values-driven culture. Over the course of his career, Kevin has received the Ed Muskie 'Access to Justice' award, the Habitat for Humanity 'Spirit of Humanity' award, the Boy Scouts of America 'Distinguished Citizen' award, and *Timber Processing Magazine's* 'Person of the Year' award. He is also a past chairman of the National Lumber and Building Material Dealers Association. Kevin's work has been featured in both The New York Times and Inc. Magazine.

Kevin is a frequent visitor to the Pine Ridge Indian Reservation in South Dakota and an advocate of strengthening the voices of all individuals through listening, empowering, and shared leadership.



**"An organization's true value is not defined by revenue growth or profitability. Those are important metrics for our business, but they are outcomes of a higher purpose. The real mission is to enhance the lives of the people who work here."** —Kevin Hancock



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