

SPEAKER KIT · 2026

Brad Federman

Keynote Speaker · Author
Culture Architect

THE PROMISE

**Build cultures people don't want
to leave — and customers don't
want to leave behind.**

AS FEATURED IN

Fortune · Forbes · FOX Business · Inc.



SHORT BIO - ~100 WORDS

Brad Federman is the Founder & President of PerformancePoint LLC and a globally recognized keynote speaker, author, and culture architect. With 30+ years of corporate experience, Brad helps Fortune 500 leaders build thriving cultures, level up leadership, and turn engagement into measurable performance. His latest book, *Never Delegate Again*, features an introduction by Marshall Goldsmith. Brad is a 2024–2026 Top 30 Global Guru in Organizational Culture and has been featured in Fortune, FOX Business, and Forbes.

SPEAKER BIO - ~250 WORDS

Brad Federman is an international author, speaker, coach, and consultant who has spent more than three decades helping organizations build thriving cultures, develop courageous leaders, and create customers and employees who stay. As Founder and President of PerformancePoint LLC, Brad partners with Fortune 500 companies, fast-growing mid-market firms, and respected non-profits to translate culture and engagement into measurable business results.

He is the author of four books, including the widely-acclaimed *Cultivating Culture*, *Employee Engagement: A Roadmap for Creating Profits, Optimizing Performance, and Increasing Loyalty*, and *Never Delegate Again: Uncover the Secret to Growing Your Company, Your People and Yourself*, featuring an introduction by Marshall Goldsmith. His work has been featured in Fortune, Forbes, FOX Business, Inc., and strategy+business, and he is a regular contributor on the leadership, culture, and customer experience conference circuit.

Brad is a 2024–2026 Top 30 Global Guru in Organizational Culture and the 2025 James House Williamson Award recipient. He holds degrees from Vanderbilt University and the University of Maryland, advises CuesHub, and has served on and led several charitable boards. Whether on the keynote stage or in a private executive workshop, Brad combines hard data, warm storytelling, and pragmatic frameworks to leave audiences with the language, tools, and conviction to lead the change their organizations need next.

BRAD SERVES BEST**Industries**

Hospitality · Healthcare · Financial Services
· Retail · Manufacturing · Tech · Non-profit

Audiences

C-suite & executives · HR / L&D; / Talent
leaders · CX & Sales leaders ·
High-potential cohorts

Event types

Annual & national meetings · Leadership
retreats · Industry conferences · Sales
kickoffs

Three of nine most-requested keynotes

Each keynote is customized to your audience, industry, and strategic priorities.

Future Proof

KEEPING YOUR PEOPLE — AND BUSINESS — RELEVANT

Organizations don't become obsolete; their people's skills do. Brad gives leaders a concrete blueprint to build a continuous-learning ecosystem that keeps the workforce — and the bottom line — ahead of the curve.

LEARNING OBJECTIVES

- Diagnose the legacy mindsets quietly costing you market share.
- Install a continuous-learning operating rhythm leaders can run.
- Future-proof critical roles before disruption forces your hand.

BEST FOR: *Annual meetings, leadership retreats, industries facing rapid disruption.*

Thrive

CULTIVATING A CULTURE OF SUSTAINABLE HIGH PERFORMANCE

Burnout is an organizational failure, not a personal one. Brad shows how to move past corporate survival mode and build an ecosystem where employee well-being directly drives record-breaking business results.

LEARNING OBJECTIVES

- Spot the structural drivers of burnout before they cost top talent.
- Build a high-trust, high-energy operating cadence.
- Translate well-being investments into measurable performance gains.

BEST FOR: *HR conferences, executive summits, companies scaling through intense growth.*

The Loyalty Factor

CRACKING THE NEW RULES OF ENGAGEMENT

Loyalty isn't dead — it has evolved. Legacy tactics of golden handcuffs and basic point systems no longer work. Brad cracks the code on the new currency of deep, unshakeable engagement for both customers and employees.

LEARNING OBJECTIVES

- Replace transactional incentives with durable, identity-based loyalty.
- Map the modern loyalty journey for customers and employees.
- Turn buyers and workers into fierce, lifelong advocates.

BEST FOR: *Sales kickoffs, marketing conferences, talent acquisition teams.*

+ 6 MORE KEYNOTES: Leadership Balance · Growth · FastForward · Rebound · The Love Factor · Brand or Deal Loyalty?

WHAT CLIENTS SAY

“

Brad is a practiced people whisperer — one of those unique individuals so grounded in people and culture that my learning in this space was beginning all over again.

Ed Magee
EVP Operations, Fender Music Corporation

“

Brad is personable, intelligent and very respectful of time. I have used many of the exercises Brad took my team through in my own work with amazing results. I highly recommend Brad to any business that wants to sell more, service more and grow more.

Lauren Russo
EVP Managing Partner, Horizon Media

“

Brad is a dynamic person and speaker. I have attended several seminars taught by him. He was inventive and very knowledgeable about each subject.

Jim Wogsland
Director of Brand Performance, Hilton Worldwide

“

He encouraged us to have the right mindset in strategically tackling our career path and to find our individual distinctiveness. Overall, a great speaker!

Carey Treadwell, CMILT
Director of Operational Excellence, Aries Worldwide Logistics

SELECTED CLIENTS

- Coca-Cola
- Hilton
- Marriott
- United Airlines
- Mayo Clinic
- Macy's
- Sherwin-Williams
- St. Jude
- Citizens Bank
- Allegiant
- Envoy Air
- Olympus
- SHRM
- ATD

AS FEATURED IN

Fortune · Forbes · FOX Business · Inc. · strategy+business · HR Professionals Magazine

A/V & STAGE REQUIREMENTS

- **Microphone:** Wireless lavalier (preferred) or wireless over-the-ear headset. Handheld backup on stage.
- **Stage:** Open stage with freedom to move; no fixed lectern required. Confidence monitor preferred for 60+ minute sessions.
- **Slides & display:** 16:9 projection or LED wall. HDMI input at podium or stage-left tech table. Brad provides his own MacBook + clicker.
- **Audio:** House sound with line input for slide audio. Show audio routed to stage monitor for music cues if used.
- **Lighting:** House lighting up at 50%+; spot or wash on speaker. Avoid full blackout on audience during interactive segments.
- **Recording:** Brad allows session recording for internal use only with prior written agreement; commercial reuse by separate license.

TRAVEL & BOOKING

Travels from: Memphis, TN (MEM)

Domestic flights: Direct preferred; main-cabin extra acceptable for <3 hrs.

International: Business class on flights over 4 hours.

Hotel: 4-star or event host property; non-smoking king.

Ground: Rideshare or car service to/from airport and venue.

Arrival: Day-of for short domestic; night prior for early starts or long flights.

Fees: Range based on event format, audience size, and travel — provided on request.

Hold dates: Soft holds available; 50% deposit confirms.

BOOK BRAD

Ready to make this your best event yet?

Reach out directly — Brad personally reviews every speaking inquiry.

WEB

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