

Yonason Goldson

The speaker with 3000 years' experience



The Ethics Ninja

Working with business leaders to build a culture of ethics that earns trust, sparks initiative, and limits liability.

Read my column in

FAST COMPANY

Make the Ethical Mindset Work for You

- Create positive behavioral change.
- Promote enthusiasm and win loyalty.
- Drive productivity and reduce risk.
- Foster cultural and brand integrity.

Why you need the Ethics Advantage

- Unhealthy company culture in the U.S. costs **over \$550 billion annually** in productivity
- Fortune's 100 *Best Companies to Work For* beat the Russell 1000 index over ten years by **nearly 5%**
- Retaining a sales person for three years increases company value by **as much as \$1.3 million**
- Top 40 public companies ranked *Best Places to Work* in 2019 by *Glassdoor* beat the S & P by **400 %**
- **58 percent** of employees report they would trust a complete stranger more than their own boss

Employees working for companies ranked in the top 25% for trust reported:

- having 106% more energy on the job
- being 50% more productive at work
- enjoying their jobs 60% more
- being 50% more likely to stay in their jobs
- feeling 70% more aligned with their companies' purpose
- being 41% less likely to depersonalize coworkers
- experiencing 40% less burnout

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**INSPIRE YOUR PEOPLE
WITH THESE
INTERACTIVE KEYNOTES
AND PROGRAMS**

Grappling with the Gray

Confront and Conquer the Enemies of Ethics

- Empower your People to Take Responsibility and Initiative
- Inspire Passion, Loyalty, and Engagement
- Manage Risk by Eliminating the Causes of a Toxic Workplace

The True ROI of DEI

Create a Culture of Ethical Collaboration

- Bridge Differences to Foster Civility and Respect
- Harness Diverse Talents to Create a Cohesive Community
- Build a Society Greater than the Sum of its Parts

Fix Your Broken Windows

Implement Little Tweaks that Yield Big Payoffs

- Practice Transparency to Earn Trust
- Leverage Loyalty to Promote a Vibrant Work Environment
- Promote Cultural Change to Revitalize your Organization

The 4 Muses of Ethical Decision-Making

Achieve Great Success with Good Choices

- Value Long-term Goals over Short-term Payoffs
- Avoid the Pitfalls of False Comparisons
- Acquire the Mindset of Ethical Clarity

The 6 Qualities of an Ethical Leader

Earn Loyalty and Commitment Through Enlightened Nobility

- Learn from Profiles in Ethical Courage
- Identify the Characteristics of Inspired Leadership
- Transform your Vision of what makes a Successful Leader

A rabbi walks into a bar...

... (after hitchhiking cross-country and sailing up the eastern seaboard in a yacht seized by the Coast Guard for drug trafficking) to enjoy a private performance by a jazz band that cost him the price of a beer.

No, this isn't a joke. This is a life. In fact, it's my life. And it's only one small piece of it.

I've circumnavigated the globe, seen the Taj Mahal, the pyramids of Giza, and the tea plantations of Sri Lanka.

I've hiked to the bottom of the Grand Canyon and to the tops of the Sierra Nevada. I've jumped out of an airplane and undergone open-heart surgery (but not at the same time).

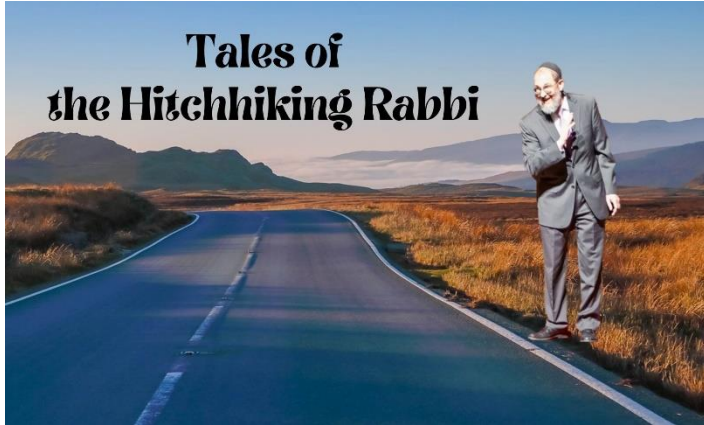
My unique blend of experiences enables me to guide you and your team on the pathways of success—to help you create a vibrant, respectful work culture characterized by collaboration, productivity, and shared purpose.

"Yonason's virtual presentation was EXCELLENT! It surpassed even my lofty expectations. His program was both highly relevant to today's environment AND timeless. Thank you, Yonason!"

Kristin Bolton, Vice President, Fidelity National Title



Are you looking for entertainment?



Across the country, around the world, by land, sea, and air... join Yonason Goldson as he recounts his seemingly improbable, often unfathomable, and always inspirational travels across four continents in search of meaning, wisdom, and universal truth.

These tales of insight and enlightenment will make you laugh, make you cry, and leave you with a sense of hope to realize your own personal potential in the creation of a brighter future.

"Rabbi Goldson related his fascinating life's journey with the humor and eloquence of a modern-day Mark Twain."

Dr. Todd Silverman, Neurologist

"So genuine! So engaging! Storytelling at its best, where, at each turn, you learn to glean the profound from even the tiniest failures and successes."

Joy Marcus, Creative Project Manager

"The humor and the dynamics all work together to make this top-notch, and the audience was completely engaged. Bravo!"

Dave Bricker, Storytelling and Presentation Coach

Testimonials

"Yonason, it was a pleasure having you as a guest speaker to our Strategy Team Listening Session! **It was absolutely fantastic** the way you used ancient and contemporary stories to demonstrate that good ethics is good business. Looking forward to having you back!"

Emma Lumpkins, Senior Director, DEI
Schnuck Markets, Inc.

*"In an era of meeting-fatigue, Yonason kept us **engaged with practical takeaways** that resonated with the attendees."*
Joyce Weru, DC SHRM

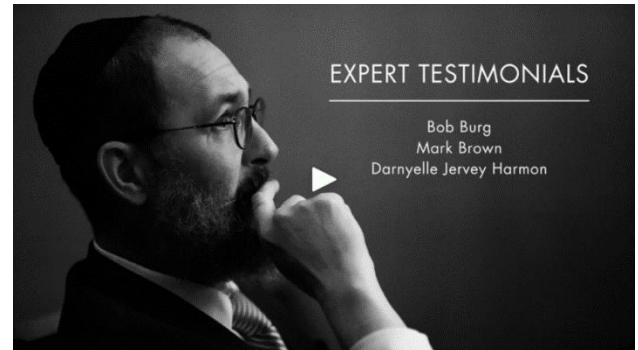
"Most entertaining ethics presentation I've ever heard in 30 years."

CJ Gallihugh, Behavioral Interventions, Inc.
Indiana Association of Behavioral Consultants

"Wow... captivating, interesting, thoughtful, and profound."
Patricia Fripp, CSP, Hall of Fame speaker
National Speakers Association past president

From the Missouri Health Care Association annual conference evaluations:

- *"Excellent presentation; very engaging. I did not look at my cell phone once."*
- *"Loved it... best of the conference!"*
- *"Thank you for a wonderful presentation! Truly enlightening!"*



*Davey Award winner for Best Podcast Co-host
Radiance Award recipient for storytelling excellence
Named Top 50 Global Thought Leader and Influencer on Culture by Thinkers360*

Clients Include:

Fidelity Title Insurance Company
Schnuck Markets, Inc senior leadership team
Michigan Police Chiefs Association
The Canadian Congress on Inclusive Diversity and Workplace Equity
Washington University
DC SHRM
Professional Convention Management Association
Missouri Healthcare Association
Institute of Internal Auditors
St. Louis University
Ohio Association of Ambulatory Surgical Centers
Leaders Excellence at Harvard Square
Indiana Association of Behavioral Therapists
International Beverage Dispensing Equipment Association
HRCI Learning Center
ASQ Cincinnati
Missouri Realtors

For more information or to schedule a meeting, please email or call:

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