

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

Harness the Power of Ethical Leadership: *Earn Trust, Win Loyalty, and Drive Productivity*

- Develop the qualities that define an ethical leader
- Inspire commitment, passion, and engagement
- Empower your people to take responsibility and initiative

The True ROI of DEI: *Promote a Spirit of Partnership and Mutual Respect*

- Bridge differences to foster civility and collaboration
- Align diverse talents to create a cohesive community
- Build a society greater than the sum of its parts

Grappling with the Gray: *Transform Company Culture by Conquering the Enemies of Ethics*

- Manage risk by eliminating the causes of a toxic workplace
- Promote a vibrant work environment through clear vision and values
- Produce cultural change to revitalize your organization

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.

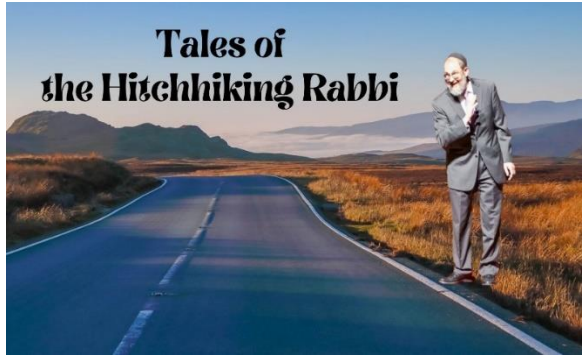


"Yonason's virtual presentation was EXCELLENT! It surpassed even my lofty expectations. His program was both highly relevant to today's environment AND timeless. Thank you, Yonason!"

Kristin Bolton, Vice President, Fidelity National Title

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What insights will you discover from the lessons I learned on the journey of a lifetime?



This specialty program serves as an entertaining keynote to open or close your conference or corporate event. It provides an inspiring companion to any one of my deep-dive presentations.

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[Click for a preview.](#)

"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

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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."

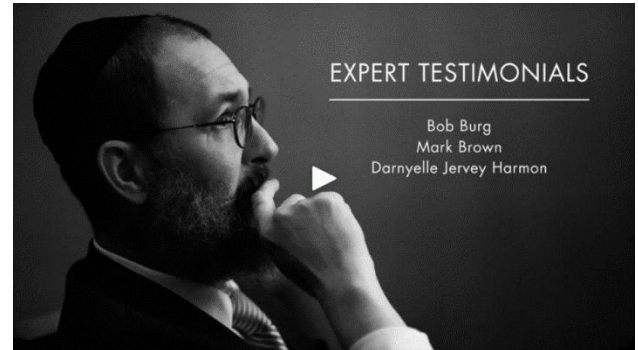
CJ Gallihugh, Behavioral Interventions, Inc.
Indiana Association of Behavioral Consultants

"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
Vistage Worldwide, Inc.
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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