

Ethics Coach and Strategic Storyteller

- Increasing engagement
- Curing conflict and chaos
- Promoting positive returns

Yonason Goldson

The keynote speaker with 3000 years' experience

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. And it's only one small piece of it.

Rabbi Yonason Goldson has circumnavigated the globe, seen the Taj Mahal, the pyramids of Giza, and the tea plantations of Sri Lanka. He's hiked to the bottom of the Grand Canyon and to the tops of the Sierra Nevada. He's jumped out of an airplane and undergone open-heart surgery (but not at the same time).

He's studied in London and Edinburgh, in California and Jerusalem. He's taught school in Budapest, Hungary, published five books, raised four children, and been married to the love of his life for over 30 years.

His unique blend of ancient rabbinic wisdom and modern insights offers a roadmap to tap our potential and guide us on the pathways of success and happiness.



[Click here to watch](#)

Keynote Presentations

"BRILLIANT... I was blown away. Bravo!"

Crane Durham

Nationally syndicated radio host

"Exhilarating, stimulating, full of life and life's lessons... a joy to listen to."

Lawrence M. Poger, CLU, Life Member, Million Dollar Round Table, St. Louis

"Wow... captivating, interesting, thoughtful, and profound."

Patricia Fripp, CSP

Hall of Fame speaker

National Speakers Assn past president

Main Keynote: The Power of Ethical Leadership

3000-year-old secrets for creating trust, loyalty, and enduring success

Studies prove that companies ranked high for ethics grow faster and outperform companies that aren't. What's more, *half a trillion dollars* in productivity is lost every year in the United States because of employee disengagement and workplace conflict. An organization that radiates ethical values automatically generates enthusiastic employees and loyal followers.

Ethical transformation begins by identifying the enemies of ethics and implementing an action plan for conquering them. This sets us on the path that leads to *ethical affluence* – the mindset that will energize you and your team while making your brand image shine.

This keynote will give you:

- Entertaining stories and real world examples of ethical conflicts
- A guide to foster cooperative spirit when dealing with others
- Strategies for adhering to a higher standard of personal and professional conduct

The true ROI of Cultural Diversity

Leveraging differences to win through Ethical Intelligence

Have you ever wondered why opposites attract? The differences between us provide endless opportunities for collaboration and success. Discover how changing our attitudes toward differences can change our fortunes and our future for the better – in more ways than we can imagine.

Fix your Broken Windows

Little tweaks to profit from Ethical Communication

A little turbulence can grow into a tsunami. So why can't little fixes turn the tide? Sometimes all we need is to be reminded to do the things we already know we should be doing. When practice becomes habit, then good habits and clear communication become the harbinger of real positive change that can transform our communities.



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Why good ethics is good business

Productivity loss in the U. S. from unhealthy company culture is estimated at a staggering:

- **\$550 billion** due to employee disengagement
- **\$359 billion** due to workplace conflict

What's the real cost to you? According to [research](#):

- On average, 17.2% of employees are actively disengaged at work; the [cost of disengagement](#) is 34% of an employee's salary. That means for every six employees salaried at \$50,000, **you are losing \$17,000.**
- According to research by the [Trust Edge Leadership Institute](#), employees rank *having an employer they trust* as the most important factor in their job.
- Companies ranked highest for ethics [outperformed](#) the Russell 1000 index throughout the decade ending in 2016 within a range of **1-4 percentage-points.**
- The average economic cost of replacing a single employee: **213% of one year's compensation** for that position. Potential increase to a company's net value over three years from retaining a sales person for a third year: **as much as \$1.3 million.**

In an article for [Huffpost](#), Lattice CEO Jack Altman calculates that if you are a 150 person company with 11% annual turnover, your costs will be:

- \$25k per person on hiring
- \$10k on each turnover and development
- \$50k average productivity opportunity cost when refilling a role

Your total annual cost of turnover would be: **\$1.57 million.**

Reducing this by just 20% would immediately save you **over \$300,000.** And that says nothing of the **emotional headache** and **cultural drain** felt from losing great people.



Yonason Goldson's clients include:

Missouri Healthcare Association
Washington University in St. Louis
International Beverage Dispensing Equipment Association
Ohio Association of Ambulatory Surgical Centers

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