

Working with leaders to create a culture of ethics that builds trust, sparks initiative, and inspires productivity.

Yonason Goldson

The keynote speaker with 3000 years' experience

Featured in

FAST COMPANY

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 six 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.



Keynote Presentations

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

The power of ethical leadership in times of calm and crisis

A healthy company culture begins with identifying the enemies of ethics and implementing an action plan for conquering them. Learn how an ethical mindset will energize you and your team while making your brand image shine.

The true ROI of Diversity, Equity, and Inclusion

Leveraging differences to win through ethical intelligence

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 that yield big payoffs through ethical communication

Sometimes all we need is to be reminded to do the things we already know we should be doing. Good habits and clear communication promote real positive change that can transform our communities.

COACHING AND TRAINING PROGRAMS

The 4 Muses of Ethical Decision-Making – Recognize consequences, options, and alternatives

The 6 Qualities of an Ethical Leader – Replace benighted despotism with enlightened nobility

The 12 Steps to Ethical Recovery – Transform company culture through trust and empowerment

"Excellent presentation. I did not look at my cell phone once."

Missouri Healthcare Assn conference

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

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

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

Patricia Fripp, CSP

Hall of Fame speaker

National Speakers Assn past president

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Why good ethics is good business

- According to research by the Trust Edge Leadership Institute, what employees want most in a job is an employer they trust. **Ethics builds trust, inspires loyalty, generates passion, and drives productivity.**

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

- **\$450-550 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.**
- 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.**
- Companies ranked highest for ethics outperformed the Russell 1000 index throughout the decade ending in 2016 by nearly **5 percentage-points.**

Compared with employees working for companies ranked in the bottom quartile for trust, employees working for companies in the top quartile reported:

- 106% more energy
- 76% more engagement at work
- 50% more productivity
- being 50% more likely to stay with their employer over the next year
- 88% more likely to recommend their company to family and friends as a place to work
- enjoying their jobs 60% more
- feeling 70% more aligned with their companies' purpose
- feeling 66% closer to their colleagues
- being 41% less likely to depersonalize coworkers
- experiencing 40% less burnout from their work
- feeling 41% more accomplished

For more benefits and links to sources, [click here](#). Schedule a free clarity conference [now](#).



Yonason Goldson's clients include:



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