



MARCUS BUCKINGHAM

Once you've broken all the rules and launched your career by writing an instant classic management book, what do you do for an encore? If you're Marcus Buckingham, you dedicate yourself to understanding what makes employees and managers excel, bottling it, and sharing it with the world.

Marcus first conquered the bestseller lists in 1999 with *First, Break All the Rules*. While the title may imply an iconoclastic streak, his continuing plea for managers to break with tradition has nothing to do with rebellion; instead, he argues, rules must be broken and discarded because they stifle the originality and uniqueness — the strengths — that can enable all of us to achieve our highest performance.

The definitive treatment of strengths in the workplace can be found in his best-selling books:

First, Break All the Rules (coauthored with Curt Coffman; Simon & Schuster, 1999); *Now, Discover Your Strengths* (coauthored with Donald O. Clifton; The Free Press, 2001); *The One Thing You Need to Know* (The Free Press, 2005); *Go Put Your Strengths To Work* (The Free Press, 2007); *The Truth About You* (Thomas Nelson, 2008); *Find Your Strongest Life* (Thomas Nelson, 2009); and *StandOut 2.0* (Harvard Business Publishing, 2015).

His latest book, *Nine Lies About Work: A Freethinking Leader's Guide to the Real World* (Harvard Business Publishing, 2019) takes an in-depth look at the lies that pervade our workplaces and the core truths that will help us change it for the better. It has been recognized as one of the best management and leadership books of 2019 by Inc., Amazon, Strategy + Business, Porchlight, Audible, and Book Pal's Outstanding Works of Literature Award.

As an internationally renowned thought leader and business expert, Marcus has been the subject of in-depth profiles in *The New York Times*, *Fortune*, *Fast Company*, *Harvard Business Review*, *USA Today*, and *The Wall Street Journal*, and has appeared on numerous television programs, including "Larry King Live," "The Today Show" and "The Oprah Winfrey Show." He is routinely lauded by such corporations as Toyota, Facebook, lululemon, Coca-Cola, Box, Master Foods, Wells Fargo, Microsoft, and Disney as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and sustain long-lasting personal success. He now leads People + Performance research at the ADP Research Institute and remains CEO of The Marcus Buckingham Company (TMBC).