

David Maxfield

Bestselling Business Author in Leadership, Influence, and Communication

For more than twenty years, David Maxfield has led high-leverage research initiatives that uncover causes of and solutions to managerial, cultural, and operational inefficiencies that directly affect the bottom line. David's career began with his doctoral work in psychology at Stanford University. Since then, his impact on organizational performance has been wide-reaching as he's helped clients such as General Mills, Harvard Medical School, Pizza

Hut, and Spectrum Health increase organizational effectiveness and become measurably more vital.



Bestselling Author and Award-Winning Teacher

David is the coauthor of two *New York Times* bestsellers, *Change Anything: The New Science of Personal Success* and *Influencer: The Power to Change Anything*. A respected academic, David has taught at Stanford University and the Marriott School of Management at Brigham Young University. David is the recipient of the Motorola University's Distinguished Teaching Award and Stanford University's Dean's Award for Innovative Industrial Education.

Compelling Speaker

Drawing from extensive academic and corporate experience, David delivers topics that are grounded in solid research and application. Speaking in front of more than five hundred audiences ranging in size from small retreats to large keynote events, David has been featured at prestigious venues including Stanford and Georgetown Universities, the American Association of Critical-Care Nurses, and the National Association of Children's Hospitals. With an unrivaled ability to connect to his audience through engaging stories and captivating examples, David brings concepts to life—motivating listeners to put their newly-found skills and knowledge to immediate use.

Cutting-Edge Researcher

Currently, David is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. In the past thirty years, VitalSmarts has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its award-winning training programs. Named the 2008 Business of the Year by The Association of Learning Providers, VitalSmarts has also been ranked four times by *Inc.* magazine as one of the fastest growing companies in America and has taught two million people worldwide.

As vice president of research, David has led a series of research projects on a variety of subjects including the role crucial conversations play in the healthcare industry, and how the ongoing failure rate within enterprise projects is consistently linked to the avoidance of a few key crucial conversations. David has also led research projects about diversity, leadership, and influence.