

Manage Promises, Not People

Building a Promise-Driven Culture

Accountability that doesn't require micromanagement. A culture where people keep their commitments, priorities stay clear, and your best people stay.

The problem

Everything is urgent. Commitments slip, so leaders step in and micromanage. Trust erodes, and the people carrying the most burn out first.

42%

of employees who quit say their manager or company could have prevented it.

Source: Gallup, 2024

Your audience will

- Close the gap between promises made and results delivered
- Build accountability without micromanaging
- Increase trust and reduce friction by restoring outstanding commitments
- Create ownership through clear, realistic promises

Ideal for

Leadership meetings · HR conferences · Association events · Sales and leadership kickoffs

Available as a keynote, workshop, or virtual program



About Eric

Creator of the Promise-Driven Culture. 500+ programs for 50,000+ people since 2009, for leaders at BMW, State Farm, Bayer, NIH, and the FBI. Top-rated SkillPath trainer. Author of *Leadership by Choice* (Wiley), *Manage Promises, Not People*, and *Three Values of Being an Effective Person*. University of Notre Dame business graduate.

"Hearing people reference your talk weeks after the presentation makes me smile."

Jennifer Willstead, President, Mack Management

"Your ability to synthesize and present information is outstanding."

Tom Fry, The Mosaic Company