

Kerry Siggins

www.kerrysiggins.com | @kerrysiggins | kerry@kerrysiggins.com

Keynote Title: Transforming Capitalism: Impact and Change Through Employee Ownership

Time/Format: 45-60 minutes as a keynote, in-person or virtual

Keynote Overview

Like many CEOs and business leaders, I've given a lot of thought to income inequality and the shrinking middle class. While this far-reaching societal issue is complex and can't be solved overnight, leaders can make a real difference in their employees' lives through more equitable compensation and benefits.

While generous compensation can make a significant difference in the day-to-day lives of our teams, salaries alone aren't enough to build real savings and wealth. In our economy, the costs of living are very high relative to the average person's pay, especially considering the current inflationary issues we face. Many people are living paycheck to paycheck, a risky and fragile situation. We used to think that going to college was the best path to a better, more wealthy life, but skyrocketing tuition and crushing debt make it inaccessible for many. Now, even higher degrees do not guarantee a higher salary.

In this engaging and pragmatic keynote, I share StoneAge's journey to becoming 100% employee-owned and how we are creating a world-class organization that is changing the narrative on wealth creation in a capitalist society. You will walk away with a greater understanding of how employee ownership works, why it's a powerful succession model to consider, why business leaders should care about where wealth creation happens, and how ownership opportunities can create a culture of engagement and purpose, leading to faster growing bottom lines.

This keynote is ideal for founders, entrepreneurs, and executives:

- Who are interested in developing a deeper understanding of employee ownership models
- Who want to leave behind a legacy of impact and social change
- Who want to understand the cultural and financial impacts and implications of creating an employee-owned company

Key Takeaways and Learning Objectives

- Understand the different types of employee ownership models
- Understand the cultural and economic impacts of employee ownership
- Learn how to inspire and implement ownership thinking within your company
- Be inspired to create ownership opportunities within your company

Kerry Siggins Bio

Kerry Siggins is the CEO of StoneAge, a leading global manufacturer of industrial cleaning equipment and one of Outside magazine's top 100 companies to work for. StoneAge is a 100% employee-owned company making headlines for its unique and inspiring culture. In 2021, she was honored by Industry Era magazine as one of its Top 10 Most Influential CEOs, and in 2017 she was a finalist for Colorado's CEO of the Year. She sits on the boards of several companies and is member of the Young's President Organization (YPO). She is a speaker, author and contributor to *Forbes*, *Entrepreneur*, *Authority Magazine*, and *BIC Magazine* and hosts several podcasts, including the wildly popular *Reflect Forward*. Her book, *The Ownership Mindset*, will be released in the Fall of 2023.