

sherry stewart deutschmann

The smartest investment your business can make is in your people.

TRANSFORM YOUR BUSINESS AND BUILD YOUR BOTTOM LINE BY PUTTING YOUR **PEOPLE FIRST**

WHETHER YOU ARE JUST starting a new business or are experienced in the entrepreneurial game, you know that growth is what matters at the end of the day. The trick, of course, is how to achieve that critical objective. You could hire the best, most expensive consultants in the world, and they all might have different approaches. But odds are that none of them would tell you to do the one thing that's virtually guaranteed to make your business more profitable: prioritize the people who work for you.

Now you can learn the innovative business strategies that took Sherry Stewart Deutschmann's first business from scratch to \$40 million and landed her on the Inc. 5000 list for ten straight years.



Sherry has been connecting with live audiences big and small for years, sharing the valuable lessons she learned building her extremely successful business. Her presentations will charm and enlighten professionals from a wide array of roles, including—

- Business owners who are looking for that exclusive edge on the competition
- Entrepreneurs who aspire to have an impact beyond profit

- Executives who are responsible for company culture, recruitment, and retention
- The next generation of leaders who recognize that the workplace and businesses must evolve

In addition to fully custom speeches for select opportunities, Sherry has prepared several well-honed keynotes:

- **Building Employee-First Cultures:** Sherry's signature presentation that tells the story of her leadership at LetterLogic, with a focus on how attendees can implement these impactful culture changes at their own organization
- **How and Why You'll be More Profitable if You Invest in Your People:** A clarion call for corporate leaders to shift their focus toward an employee-first business model
- **How to Use a Profit Share Plan to Create More Profit:** A practical presentation that focuses on how one of Sherry's cornerstone techniques drives financial success for the organization (and its people)
- **How Lack of Employee Engagement Will Kill Your Company:** Perfect for leaders of established businesses who are looking for ways to optimize operations.
- **3 Sure-Fire Ways to Get Your Employees Perfectly Aligned with YOU:** For leaders looking to attract and retain the best talent



FOR MORE INFORMATION, PLEASE VISIT WWW.SHERRYDEUTSCHMANN.COM

To book Sherry to speak at your event, please contact Speaking@SherryDeutschmann.com

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TRANSFORMATIONAL LEADERSHIP THROUGH EMPATHY

WHEN ENTREPRENEUR SHERRY STEWART DEUTSCHMANN

first decided to start a business, she knew she wanted to build something totally different. In her first book, *Lunch with Lucy*, Sherry tells the story of the creation of that company, LetterLogic, and how she turned it into a \$40-million company by putting employees first—even ahead of customers and shareholders.

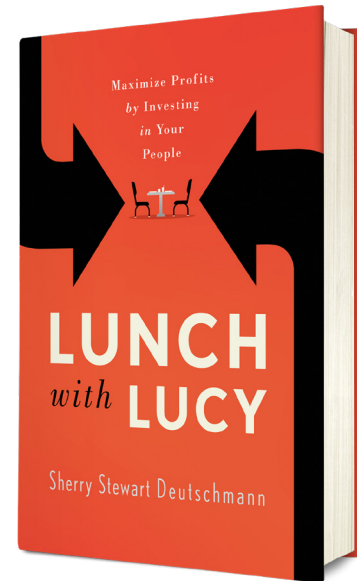
"THIS IS A MUST-READ, SAVE-YOUR-COMPANY BOOK."

Putting her people first took many forms, with an extremely generous profit sharing plan and fair living wages among them. But the centerpiece and heart of LetterLogic's culture was the employee-centric practice Sherry designed called "Lunch with Lucy"—a practice that removed the hierarchical dynamics found in most organizations.

**"AN INSPIRING STORY AND A GIFT TO ANY
ENTREPRENEUR WHO WANTS TO MAKE A DIFFERENCE."**

On any given Wednesday, any employee could invite "Lucy" (Sherry's midday moniker) out to lunch, at a place of their choice, with the bill picked up by Sherry. At these events, Sherry wasn't the CEO. She was "Lucy," a co-worker. By making herself 100% available, "Lucy" created a judgment-free environment where she could learn about a team member's dreams, ambitions, and challenges—and gain their insight into what she was doing right or wrong as a leader. She credits this approach with the success of her company.

"SHERRY'S STORY IS COMPELLING AND CAPTIVATING."



Lunch with Lucy's interior, refreshingly laid out like courses on a menu, invites us to see how a leader's choices directly impact employee morale, engagement, and commitment—and in this author's case, ultimately led to a healthy and hearty bottom line. Sherry's voice is new, and her honesty, humor, and humility shine through this story of a woman building a successful business through empathetic leadership and uncommon, commonsense business practices, one lunch at a time.

"I WAS HOOKED FROM PAGE ONE!"

Sit down at the table and learn about a business model that is truly transformational.

**"SHERRY'S PRACTICAL INSIGHTS ARE FOOD
FOR EVERY ASPIRING LEADER AND CEO."**

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SHERRY STEWART DEUTSCHMANN is a serial entrepreneur, author, speaker, and passionate advocate for entrepreneurship. Her first venture was LetterLogic, Inc., a company she founded in her basement and grew to \$40 million before selling it in 2016. LetterLogic was named an Inc. 5000 company (fastest-growing privately held businesses in the United States) for ten consecutive years.



Sherry's first book, *Lunch with Lucy: Maximize Profits by Investing in Your People*, will be released on March 10, 2020, via

An Inc. Original, an imprint of *Inc. Magazine*. The book shares her story of building a robust business through empathetic leadership and uncommon, commonsense business practices. *Lunch with Lucy* is available for pre-order now on Amazon and Barnes & Noble.



Sherry attributes the success of LetterLogic to its unique culture in which the needs of the employees came before those of the customer or shareholder. Featured in *The New York Times*, *Forbes Magazine*, *Business Leaders*, *Inc. Magazine*, *Fast Company*, and more for her unconventional work culture and success, Sherry was also honored by President Barack Obama as a White House Champion of Change in 2016. In 2019, she founded BrainTrust, a company dedicated to helping women entrepreneurs grow their business to \$1 million in annual revenue and beyond.

PAST KEYNOTE SPEAKING CLIENTS:



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