

## Dale Dauten

Author & Business Marketing Expert

Dale Dauten is Founder of The Innovators' Lab™, an organization devoted to developing and testing new ideas in management and marketing, whose member organizations include Caterpillar, Avnet, NASA and General Dynamics. Dale authors two newspaper columns, both nationally syndicated by King Features: The Corporate Curmudgeon and JT and Dale Talk Jobs. They appear in over a hundred newspapers around the country.

In addition, Dale has authored seven books. The three most sought after are: The Max Strategy, a study of innovation, about which Harvey Mackay said, "It will challenge every preconceived notion you have about making your career take off"; The Gifted Boss, which prompted Ken Elkins, former CEO of Pulitzer Broadcasting, to say "Dauten makes you rediscover the joy missing your career" and The Laughing Warrior: How to Enjoy Killing the Status Quo inspired author Steve Chandler to write, "Dauten's work clearly soars ahead of his time. He is the Obi-Wan Kenobi of business consultants." His newest book, Great Employees Only, focuses on how Gifted Bosses attract the best because they don't just offer jobs, but admission to "circles of helping," where colleagues inspire one another to grow and blossom.

Dale's background as a manager with two major corporations, an executive with two consulting companies, and head of his own nationally-known marketing research firm, had allowed him the opportunity to work with top industry leaders, including McDonalds, Procter & Gamble and 3M. Further, his writing has given him the opportunity to interview not only top business leaders, but innovative management thinkers, as well as coaches and political figures.