

# CHIEF INSPIRATION OFFICER



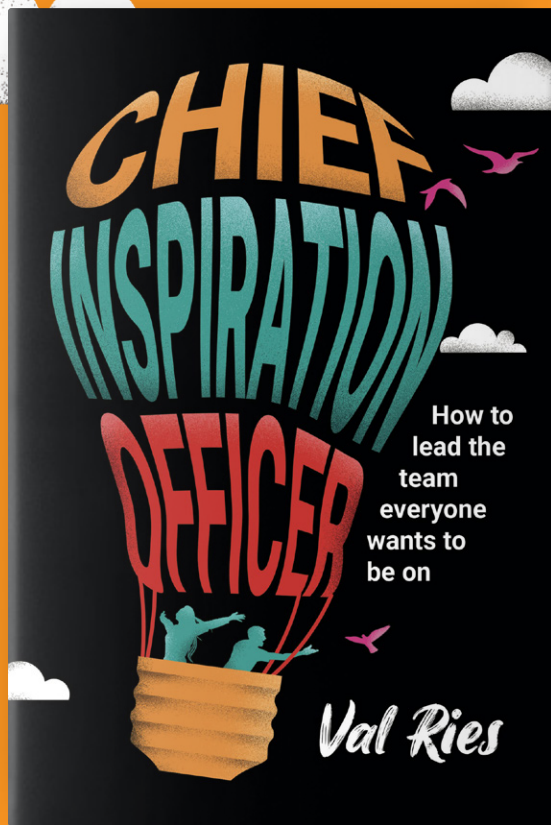
*Val Ries*

Leadership Trainer/  
Executive Coach



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**\$24.95 US,  
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## **Your playbook for building a team that everyone wants to be on.**

We all want to lead a team with an inspiring culture—the team that every employee would love to join. When you lead this team, you attract the best talent, get top-producing results and grow individual contributors into future leaders.

In *Chief Inspiration Officer*, Val Ries shows you how to maximize your team's potential so you can boost loyalty, engagement and results.

In this leadership playbook, Ries uses dozens of real-life examples to teach critical techniques. Whether you're new to leadership or a veteran looking for fresh insights, this book will help you:

- Inspire yourself so you can inspire others
- Encourage employees to push past their own limitations
- Guide your team to reach their full potential
- Communicate with confidence, calm, and ease
- Create a microculture that thrives no matter the challenges.

As a Chief Inspiration Officer, you'll be leading a team that is excited to come to work every day, and you'll be a leader that gets noticed.

## Who is Val Ries?

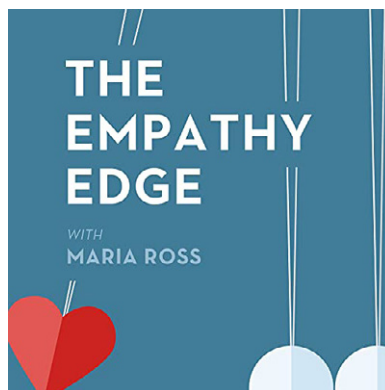
Executives come to Val looking for her to be their “muse,” building a training and coaching program to teach them or their team how to lead with confidence, communicate effectively and decrease attrition. From small businesses to Fortune 500 companies, Val has been a highly sought-after leadership trainer, previously holding a variety of upper-level management positions that led to both an MBA and a coaching certification in her field. Val resides in the San Francisco Bay Area.



You can learn more about Val’s trainings & coaching company—Executive Muse—at [executive-muse.com](http://executive-muse.com).

**in** Val Ries

## Featured On...



# MARK GRABAN

Author, Speaker, Consultant, Podcaster, Entrepreneur





# Praise for Chief Inspiration Officer

"Chief Inspiration Officer offers a fresh, innovative approach to the workplace and practical strategies on how to raise—and sustain—employee engagement. This book is an absolute must-read for any team leader!"

**Alan Stein Jr., author of *Raise Your Game: High-Performance Secrets from the Best of the Best***

"Val pulls from her own experiences to inspire us to become better leaders, both for ourselves and for the teams we lead. She's the business role model we all wish we had, and with *Chief Inspiration Officer*, everyone now has access to her expertise."

**Charlene Li, New York Times best-selling author of *The Disruption Mindset***

"Ries's lessons are insightful, relatable, and applicable for the leader at any level. The arrival of *Chief Inspiration Officer* is timelier than ever and should be standard issue for today's leader."

**Lee J. Colan, PhD, CEO, advisor, and author of *The Power of Positive Coaching***

"Ries beautifully demonstrates the value of emotional intelligence in leading teams and maximizing human potential in the workplace. Her honest, authentic, and incredibly relatable experience offers transformative insights for leading, inspiring, and empowering teams of the future. *Chief Inspiration Officer* is the blueprint for the next evolution of leadership."

**Stephanie Armstrong, Vice President of Sales, J2 Medical Supply**

"*Chief Inspiration Officer* walks you through the challenges of leadership in a way that's relatable and easy to implement. I wish I had this tool early on in my career."

**Mark Crowley, author of *Lead from the Heart***

"Val has captured simple, tactical activities to help leaders inspire individuals and create a mindset to optimize teams. *Chief Inspiration Officer* is a great read for all levels of leaders to build their own explicit growth plan."

**Tracy Berger, SVP of Real Estate Sales and Enterprise Training**

"This is a terrific playbook for any manager who knows that true team success comes from the contributions of its members. Val writes in a conversational style and lays out successful methodologies that provide the reader with a clear pathway to engage, align, and inspire members of their team. She also provides fascinating insights about the importance of communication and microcultures."

**Bob Kelleher, author of *Employee Engagement for Dummies***

"Val Ries shows that the more we pull down the barrier and get real with our staff, the more we relate to everyone in a human way."

**Melanie Bikowski, Human Resource Business Partner**

"Val does an amazing job laying out a leadership playbook filled with insightful and meaningful firsthand experiences, digestible nuggets of wisdom, and examples of how these tools can be used to better understand yourself and your team. These leadership principles are easily translatable to any business."

**Kim Driscoll, Editorial Director, Curriculum Associates**



# Interview with Val Ries

1. **As the founder of Executive Muse, a leadership development company that has worked with small businesses to Fortune 500 companies, how did you originally get involved with leadership training?**

I was thrown into leadership with no official training. I thought managing others would be easy. I realized I didn't know how to manage difficult conversations, address negativity, or how to support others without burning myself out. Unfortunately, my team was the worst-performing team in the first 6 months. Determined not to fail, I set out to learn everything I could about what intrinsically motivates others. I changed my management approach and mindset, and we went from the worst-performing team to the top-performing team within six months.

2. **What motivated you to write *Chief Inspiration Officer*?**

After I left my corporate role, I began training organizations on the techniques I used to turn around my struggling team. I taught communication strategies, emotional intelligence, employee engagement strategies, etc., and began to come up with my philosophies about leadership. One day a student asked if there was a book they could read with everything they were learning. *Chief Inspiration Officer* is that book.

3. **What does it mean to become a “Chief Inspiration Officer”?**

Being a CIO means building a microculture that thrives no matter the dysfunction or challenges that surround the team. The CIO knows how to unite, bring out the best, and challenge a team to excellence, consistently.

4. **What are some of the important ingredients to inspiring others?**

1. You need to inspire yourself so you can inspire others. If you are stuck, stressed, negative, etc., you won't be as inspirational as you can be.
2. You need to know what your team craves. As luck would have it, CRAVE is an acronym that breaks down into five things that, when implemented continuously, will increase employee engagement (Connection, Reliability, Appreciation, to be Valued, Effective communication).
3. Know what you want. Clarity drives success and allows the leader to hire better, onboard faster, and infuse the top behavioral traits into everyday conversation so that the manager gets what they need.
4. Become a master of difficult conversations. Know how to confidently address the stickiest of situations to turn around performance and behavioral challenges.

5. **How do workplace productivity and successful leadership intersect?**

When employees are engaged they are more than 4.5 times more likely to stay later, recommend others to the company, and go above and beyond. Increased loyalty to the leader equals increased productivity and a decrease in attrition.

6. **What are the most common mistakes that leaders make when it comes to their team and building a positive workplace culture?**

They...

- **Push harder** – this approach may work in the short-term, but leads to burnout in the long run.
- **Ignore** – in efforts to deal with the day-to-day grind, they ignore difficult conversations or conflict.
- **Take everything on** – in efforts to be supportive, leaders shoulder the burden of every problem leading them to take on the role of problem-solver instead of solutions facilitator.
- **Motivate externally** – using rewards, bonuses, and incentives as the only way to motivate, instead of also motivating intrinsically.



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Val Ries is available for interviews, features, book events,  
speaking engagements, and appearances.

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