



Curt Coffman, MBA

Now an independent researcher, New York Times Best Selling author, speaker and consultant, Curt Coffman spent 22 years at The Gallup Organization and served as its Global Practice Leader for employee and customer engagement consulting.

Coffman has consulted with many *Fortune* 100 and 500 companies, and his work has spanned the Western Hemisphere, Europe, Asia, and the Middle East. His mission is to help organizations understand the key characteristics of a positive, productive, customer-oriented work environment. His research and consulting insights help organizations measure and manage workplace and customer conditions that show linkage to business outcomes. Coffman serves as an Executive Fellow at the Daniels School of Business at the University of Denver.

In the past 10 years, Coffman has presented to thousands of groups on the topic of creating great places to work and their impact on individuals, families, organizational growth and creating engaged customers. His research and thoughts have been published in *BusinessWeek*, *Chief Executive* magazine, *CIO Magazine*, *The Economist*, *Fast Company*, *Fortune*, the *Harvard Business Review*, the *Harvard Management Update*, *Inc.* magazine, the *International Journal of Management Reviews*, *Microsoft Executive Circle*, *The New York Times*, *USA Today*, the *Wall Street Journal*, the *Washington Post*, and *Business Today* (India). With John Fleming and Jim Harter, Coffman published an article on Gallup's HumanSigma model — a management approach that assesses, manages, and improves the quality of the employee-customer encounter — in the *Harvard Business Review*.

Coffman is the coauthor of one of the best-selling management books of all time, *First, Break All the Rules: What the World's Greatest Managers Do Differently*. Now in its 40th printing *First, Break All the Rules* has been translated into 22 languages and has appeared on the bestseller lists of *The New York Times*, the *Wall Street Journal*, *BusinessWeek*, and *USA Today*.

Coffman is also the coauthor of *Follow This Path: How the World's Greatest Organizations Drive Growth by Unleashing Human Potential*. *Follow This Path* has been translated into 15 languages and has appeared on several international bestseller lists.

Coffman lives in Denver, Colorado, with his wife, Tammy, and three children, Katie, Claire, and Clayton.