



Keith Ayers Biography

Keith Ayers is the CEO of Intégro Leadership Institute, author of *Engagement is Not Enough: You Need Passionate Employees to Achieve Your Dream* (Elevate, July 2008), and one of the world's most respected experts on the topics of employee engagement, leadership development and workplace trust.

Having joined Intégro as a consultant in 1977, Keith took over the ownership of the organization in 1982, and developed it to become one of Australia's top specialist leadership development consulting firms. With an increasing proportion of his time allocated away from Australia, Keith moved to Pennsylvania in August 2001, where he grew the U.S. division of Intégro to over 60 certified associates. Keith returned to Australia in 2009.

Keith's first career was as a Navigator in the Royal Australian Air Force, which included a term of active duty in Vietnam. His expertise is working with CEOs and senior executive teams to help them create a high performance culture, one that is based on a high level of trust and personal responsibility. Keith has worked with executive teams in Fortune Global 500 organisations and SMEs in Australia, New Zealand, Hong Kong, China and the U.S. He has also been a keynote speaker at conferences in Germany, Finland, the U.K. and the U.S.

A long-held view that training events do not produce business results, led Keith to create Intégro's Leadership Development Process™ and Senior Team Alignment Process™. These integrated processes include before and after measurement and application projects that help executive teams and managers take their company culture head-on, and get all employees committed to achieving outstanding results. Most recently his work has focused on measuring employee passion and workplace trust, culminating in the launch of Intégro's range of "trust inside" assessments