



David Witt

David Witt is the Program Director for The Ken Blanchard Companies. With 14 years of experience in the leadership development arena, David combines a research-based background with an engaging style to create innovative and thought-provoking presentations about new ways to improve performance and productivity in today's organizations.

Prior to his role as Program Director, David was a Senior Researcher with The Ken Blanchard Companies® Office of the Future—the long-range research arm of the company. He is the coauthor of the Blanchard® whitepaper *Employee Passion: The New Rules of Engagement*, the first in a series of whitepapers that explore different aspects of the company's Leadership-Profit Chain model of organizational performance.

In his current role, David serves as the editor of the company's Ignite! e-newsletter (www.kenblanchard.com/ignite) moderator of the company's LeaderChat blog (www.leaderchat.org) and host of the company's monthly webinar programming.

Through these three roles, David reaches more than 75,000 people each month bringing readers and listeners forecasts, perspectives, and insights on organizational life and workplace issues.

David's special area of focus is employee engagement and he has published several articles on this topic in academic and trade journals including *Human Resource Development Review*, *Financial Executive*, *US Business Review*, and *Manufacturing Today*.