



“Business leaders would benefit from studying the great writers.”

THE ECONOMIST

# GREAT READERS MAKE GREAT LEADERS

**Employee Engagement and Corporate Culture**  
Through Literature, History, and Learning



Professor **Joseph Luzzi, PhD**  
Founder of **DeepRead™**

# The Challenge

A company's greatest asset is its

# PEOPLE

We need to inspire our top

# TALENT

But most business educational seminars rehash the same  
**theories and perspectives** time and time again.

## COST

"Executive education programs can cost \$1-10 million per year."

Harvard Business Review

## INEFFECTIVENESS

"50% of Senior Leaders believe talent development efforts don't adequately build critical skills."

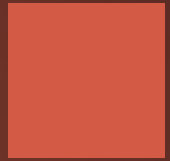
Harvard Business Review

## NEGATIVE EFFECTS

"The average employee exit costs 33% of their salary."

Harvard Business Review





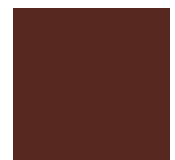
# The Solution

## GREAT READERS MAKE GREAT LEADERS

provides a **new perspective on employee education** by leveraging the teachings of **great literature, history, and philosophy**.

One of North America's top humanities professors brings interactive learning directly to your company delving into the 4 most **important dimensions of a successful leader**:

- Decision Making
- Innovation and Creativity
- Cultural Awareness and Diversity
- Collaboration and Team-Building



# The Competitive Difference



## EDUCATING

and **inspiring** in  
a radically new way.



## INFUSING

passion, purpose, and  
**mission** to employees



## BUILDING

talent and **enhancing**  
employee engagement.



## CREATING

**connections** among  
employees and with the  
company

“I read for an  
hour every day.”

Warren Buffett



# How This Program Works

**1** Initial collaborative planning and customization of program to meet the needs and focus of the client

- Diagnose specific company goals
- Topic selection
- Choose Readings

**2** Range of customized options

- On-site and off-site programs
- One-hour to day-long seminars
- Training sessions for summer associates

“All leaders are readers.”

Harry S. Truman







# Typical Program

## 5 ONE-HOUR SEMINARS

All in one day or one per month on:

### LEADERSHIP

test cases from  
**Plato to Peter Drucker**

### DECISION MAKING

test cases from  
**Julius Caesar to John F. Kennedy**

### INNOVATION

test cases from  
**Leonardo Da Vinci to Albert Einstein**

### CULTURAL AWARENESS

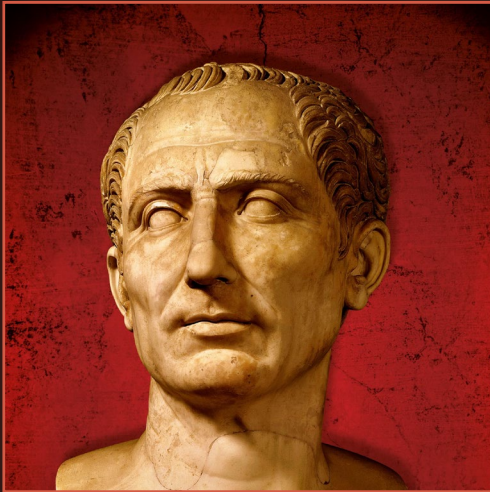
test cases from  
**Elizabeth I to Martin Luther King, Jr.**

### COLLABORATION

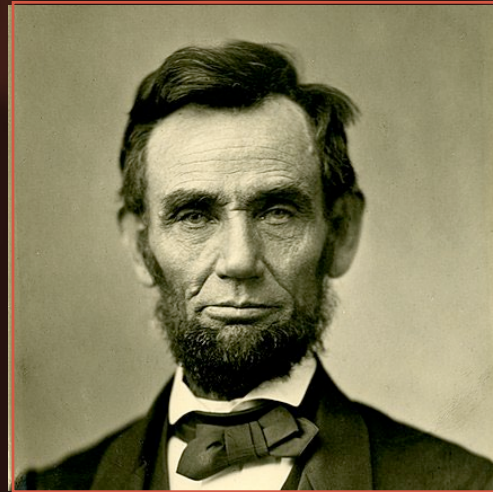
test cases from  
**Renaissance Florence to Silicon Valley**

# Sample Class: Decision Making

In-depth analysis and discussion, through interactive workshops on the following “test cases”



Why did Caesar “cross the Rubicon,” and how can his **strategic thinking** be implemented today?



Why did Lincoln free the slaves, and what does his **moral vision** mean for today’s leader?



How did Elizabeth prosper in a man’s world, and lessons does she have for **women in power** today?

# More Illustrious “Faculty”

AND THEIR TEST CASES



SHAKESPEARE

on communication



MLK

on diversity



JOAN OF ARC

on leadership



# Meet Your Professor



## Joseph Luzzi (PhD, Yale) Founder DeepRead™

- Professor of Comparative Literature, Bard College
- *New York Times* Editors' Choice Author
- Recipient, Yale College Teaching Prize
- International Speaker and Corporate Consultant
- Contributor, *New York Times*
- Translated into Italian, German, Italian, Korean, Portuguese





# Early Results are Promising...



Clients include  
**Guggenheim Partners**, New York,  
a \$240 billion investment firm

Course material is now part of  
**NYU Stern Business School's**  
Executive Education Program

## WHAT PARTICIPANTS ARE SAYING:

### STRENGTHENING CORPORATE CULTURE

"Best event at  
Guggenheim Partners in  
2.5+ years working here."

DeepRead Seminar Participant

### DEVELOPING TALENT

"We need more of these types of things—  
pulling us out of the immediate here-and-now  
nature of banking and...approach the world  
with a bit more thoughtfulness and context."

DeepRead Seminar Participant

### ENHANCED SENSE OF MISSION

"I left yesterday feeling elevated and  
inspired. For me, these ideas really  
contribute to the quality of my time  
and work here."

DeepRead Seminar Participant





JOSEPH  
LUZZI

Transform your corporate culture today.  
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