



GARRY RIDGE

Chairman Emeritus and Former CEO of WD-40 Company,
World-Renowned Expert in Creating Top Organizational Culture

SPEAKER PACKAGE 2025



THE LEARNING MOMENT



BIOGRAPHY

TITLE:

Chairman Emeritus and Former CEO of WD-40 Company, World-Renowned Expert in Creating Top Organizational Culture

AT A GLANCE:

Garry Ridge spent 25 years as CEO building one of the world's most beloved and recognized branded companies – WD-40 Company – starting with creating a culture of leaders and individual contributors who are genuinely joyful in their work. He refers to this time of his career as his apprenticeship. And now, he fulfills his life's purpose by transforming his learnings into teachings, extending his guidance as a coach to companies and executives worldwide.





BIOGRAPHY

FULL LENGTH BIO:

Garry has 25 years of experience as Chairman and CEO of WD-40 Company. He is also an adjunct professor at the University of San Diego, where he taught the principles and practices of corporate culture in the Master of Science in Executive Leadership program.

Garry's philosophy on company culture is based on Aristotle's quote – "Pleasure in the job puts perfection in the work." Turning that into action, he believes that all leaders can create a workplace where you go to work each day, make a contribution to something bigger than yourself, learn something new, feel safe, are protected, and are provided freedom by a set of values and go home happy!

He is passionate about the learning and empowering organizational culture he has helped establish at the WD-40 Company. In 2009, he co-authored a book with Ken Blanchard outlining his effective leadership techniques, titled "Helping People Win at Work: A Business Philosophy Called 'Don't Mark My Paper, Help Me Get an A.'" A native of Australia, Mr. Ridge holds a certificate in Modern Retailing and a Master of Science in Executive Leadership from the University of San Diego.





SIGNATURE KEYNOTE

The Art of Building Engaged, World-Class Cultures: It's All About the People

It's often said, with nods of wise agreement, that any organization is nothing without its people. Over many decades, countless books and courses on leadership addressed this well-known and accepted axiom.

Then why are nearly 70% of all employees in the U.S. disengaged at work? Clearly, the conferences, books, courses, and motivational speakers are insufficient to make a difference.

This session by Garry Ridge, The Culture Coach and Chairman Emeritus WD-40 Company, will be a look “under the hood” of one of the world’s most recognized brands, where employee engagement is above 93%, 98% say they “love to work at WD-40 Company”, and 99% say that their “opinions and values are a good fit” for WD-40 Company.

Garry will share his “learning moments” over the course of his career efforts to transform company culture. Lessons and principles covered include:

Audience takeaways:

- The personal journey of every servant leader and why that philosophy is critical.
- The emotional connection of a greater purpose that creates high engagement.
- The role of a leader as a coach, not a manager
- How to carefully and consciously choose values that will be embedded in all aspects of leadership and employee development.
- Why investing in people who invest in themselves is a secret to succession planning and greater organizational capability.
- The difference between a “team” and a “tribe”
- How company performance results are directly connected to its focus on people



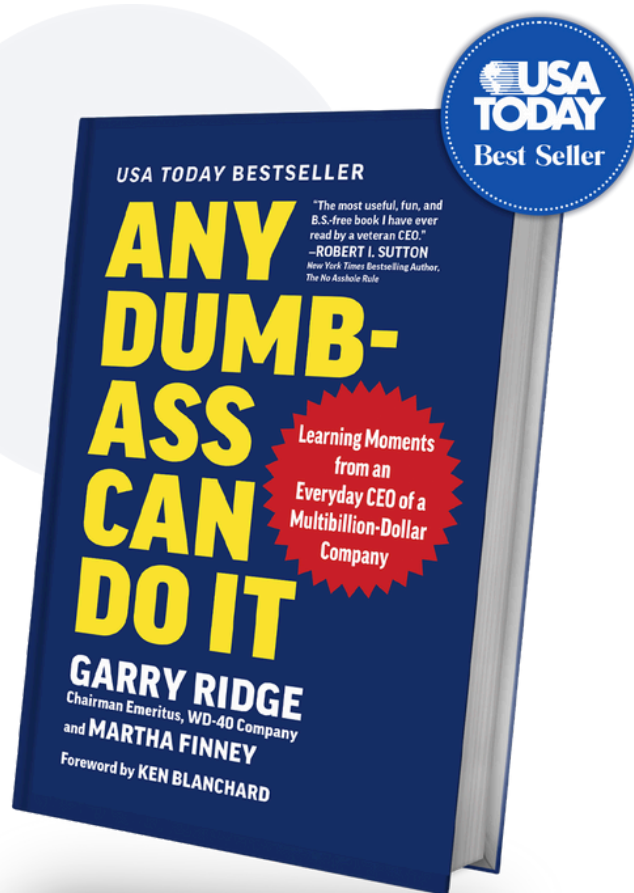


FEATURED BOOK

Any Dumb-Ass Can Do It

Learning Moments from an Everyday CEO of a Multi-Billion-Dollar Company

Garry Ridge, co-author of the USA Today #10 Bestseller *Any Dumb-ass Can Do It: Learning Moments from an Everyday CEO of a Multi-Billion-Dollar Company*, recently released in March 2025, is already making waves. With the momentum of a fresh launch, Garry loves partnering with event planners to create unforgettable experiences. When you bring him in to speak, he's happy to provide copies for your audience and incorporate personalized book signings into your event. It's a powerful way to build connection, extend the impact of his message, and give attendees something meaningful to take home.





VIDEOS



[Garry Ridge Speaking Reel | Leading Company Culture Speaker and Former CEO of WD-40 Company.](#)



[How We Made WD-40 a Happy Billion-Dollar Business - Garry Ridge](#)





PHOTOS

Click on photos to download.





FEATURED PRESS

Forbes

CEO Pens 10 Best Practices Of Soul-Sucking CEOs.

The New York Times

Are You Happy? Your Boss Is Asking.

**Harvard
Business
Review**

How WD-40 Created a Learning-Obsessed Company Culture.

Inc.

Garry ranked #4 in the world's 10 Top CEOs by INC. magazine.





A/V REQUIREMENTS

Slides

Garry will provide his slides via a transfer link before the event and will require sound and video for his slides. Garry is able to provide his own laptop if needed.

WiFi

WiFi accessible by audience members is strongly encouraged for polling and engagement.

Microphone

Garry requires a wireless lavalier microphone connected to a professional audio system.

AV Testing / Soundcheck

Garry requires an A/V check no fewer than 30 minutes before taking the stage.

No Podium

Garry prefers no podium on stage. If one must be present, it needs to be pushed back so he may walk in front of it unencumbered.





2025 RATE CARD

Virtual

\$15,000.00 GROSS

In-Person

\$25,000.00 GROSS plus business class airfare, professional in-origin ground transportation, professional event city ground + hotel.

Speaking events outside of the US may add additional costs depending on location and travel time to the destination.

