

David Maxfield

New York Times Bestselling Author and Leading Researcher

For more than twenty years, David Maxfield has helped companies by leading research projects involving dialogue skills, performance improvement, and conflict management. David's career began with his doctoral work in psychology at Stanford University; His impact on organizational performance has been wide reaching as he's helped clients such as Hewlett Packard, IBM, Ford Motor Company, Covenant Healthcare, and VISA increase organizational effectiveness and become measurably more vital.



Compelling Speaker

Drawing from extensive academic and corporate experience, David delivers topics that are grounded in solid research and application. Speaking in front of more than 500 audiences ranging in size from small retreats to large keynote events, David has been featured at prestigious venues including Stanford and Georgetown Universities, the American Association of Critical-Care Nurses, and the National Association of Children's Hospitals. With an unrivaled ability to connect to his audience through engaging stories and captivating examples, David brings concepts to life—motivating listeners to put their newly found skills and knowledge to immediate use.

Cutting-Edge Researcher

Currently, David is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. In the past thirty years, the VitalSmarts team has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its award-winning training programs.

At VitalSmarts, David has led a series of research projects on the role crucial conversations play in the healthcare industry and how they affect medical errors, employee retention, and patient satisfaction. David's latest research project, called *Silence Fails*, explores how the ongoing failure rate within enterprise projects is consistently linked to the avoidance of a few key crucial conversations.

Author and Award-Winning Teacher

David is the coauthor of *The New York Times* bestseller *Influencer: The Power to Change Anything*. A respected academic, David has taught at Stanford University and the Marriott School of Management at Brigham Young University. Other awards David has received include Motorola University's Distinguished Teaching Award and Stanford University's Dean's Award for Innovative Industrial Education.