

CHRIS TUFF

CONNECTION. IS. EVERYTHING.

Chris Tuff is a bestselling author and highly sought after keynote speaker who has presented for Nike, Home Depot, Verizon, and several other Fortune 100 companies.

He began his career as a pioneer of the social media marketing space, becoming one of the first marketers to work directly with Facebook on advertising.

His first book, ***The Millennial Whisperer***, is a ***USA Today*** bestseller that explores the importance of empathy and relationships in the workplace, and it equips leaders with tools to attract and retain young talent through genuine connection. A global movement soon followed, as Tuff shared lessons on empathy and genuine connection at work on some of the largest stages in the world including such Fortune 100 companies as Nike.

In the interests of making a more immediate impact on ROI, Chris shifted his message to include genuine connections outside of the office, which resulted in publishing his most recent book, ***Save Your Asks***. The book shares interviews and stories from some of the world's greatest leaders and entrepreneurs about using authenticity and connection to become better salespeople and networkers.

In 2021, Tuff shifted toward connections outside of organizations in writing his latest book, ***Save Your Asks***. He's interviewed some of the world's greatest leaders and entrepreneurs and is publishing this handbook to equip everyone with the tools to become better salespeople and networkers through a focus on authenticity and connection. In this book, he highlights real world examples of "ask-holes" and such sales techniques as "shawshanking."

He's a graduate from Vanderbilt University and lives in Atlanta with his wife and two daughters. He loves kiteboarding, travel, and Air Jordans.



A great fit for meetings focused on:

- Networking
- Increasing lead conversion
- Sales tactics
- Multigenerational workforces
- Company culture
- Leadership
- Recruitment & retention



Appropriate for C-Suite executives all the way to frontline employees and everyone in between.

CHRIS'S PROGRAM

The Power of Genuine Connection

In today's noisy, fast-paced world of business, building real human connection is your biggest competitive advantage. This keynote breaks down how fostering authentic relationships—across teams, across generations, and across the sales funnel—can 3x your conversion, supercharge your culture, and drive topline growth. Blending practical insights with a proven, profit-driven playbook, Chris shows leaders how to ditch transactional tactics, unlock team potential, and create workplaces people never want to leave.

Key Takeaways:

- Build and sustain a culture employees crave—one rooted in trust, purpose, and authentic leadership
- Increase recruitment and retention by understanding what drives a multigenerational workforce
- Learn to identify pain points and connect with prospects in a way that dramatically boosts conversion
- Shift from transactional networking to building genuine, lifelong relationships
- Arm your sales team and leadership with actionable strategies that directly impact topline ROI
- Bring energy, fulfillment, and fun back into how you lead, sell, and grow your business

Brands Chris has worked with:

