

Aric Bostick

Description of Program

The Power of Attachment-informed Leadership

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PROGRAM DESIGNED FOR: Leadership Development Trainings, Conferences and Seminars

TARGET AUDIENCE: Senior Leaders in Corporate settings (Directors, VP's, Senior Management), and Government Officials, and Education settings (Superintendents and Principals)

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Aric Bostick, LLC

Salt Lake City, Utah, USA

Phone: (385) 423-5200 Email: aric@aricbostick.com Website: www.aricbostick.com

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The Power of Attachment-informed Leadership

The critical missing piece to a secure and thriving work environment



PROGRAM DESCRIPTION

Aric Bostick, who specializes in the science of attachment in the workplace, will teach your leaders a distinct approach to leadership, based on modern attachment theory and relational neuroscience. He will help them gain an understanding of attachment theory, how it manifests in the workplace, and how to use this awareness as a leader to be a key strategic partner in your organization's success, by better understanding how to manage relationships, and to help you and your managers and other leaders become the secure attachment figure your employees need. This will result in employee satisfaction, maximization of productivity, and increased retention, leading to the ultimate success of the business.

Over the past two years, we have seen a historical reorganization of the workforce. Desperate to retain their employees, companies are scrambling to offer more money, better incentives, and more benefits. The trouble is, these are only band-aid fixes and don't address the root of the problem.

According to multiple studies, the #1 reason people leave their job is because of a toxic work culture and poor relationships with leadership and colleagues. Research has shown that toxic work culture is deeply rooted in the unresolved *attachment* history of each individual in the workplace, and the lack of a secure Attachment Figure, in order for employees to establish a secure bond and meaningful connection with their leaders and those they work with.

[What is Attachment Theory?](#)

Attachment Theory is an established ideology of human relationships and among the most influential theories in psychology. It demonstrates that depending on our interactions with our caregivers early on in childhood, we develop certain attachment styles, leading us to form secure or insecure bonds with individuals, which we bring with us into the workplace.

Each individual is going through their own invisible version of attachment struggle, and behaviors associated with this struggle, combined with the dynamics they create between their leaders and employees, are the real reason an organization will either succeed or fail.

Attachment theory researchers have established how attachment dynamics in work relationships are directly related to **valued outcomes** such as:

- follower proactivity
- ethical decision making
- effective negotiation behavior
- and creative problem solving

In contrast, when an employee's attachment needs go unfulfilled in a work context, it leads to:

- increased stress
- higher reports of burnout
- increased turnover

Thus, we see that attachment serves as the foundation on which organizational culture is built.

Effects of Attachment Styles in the Workplace

Hazan and Shaver were among the first researchers to examine the effect of employees' attachment styles in the workplace. The three main 'attachment styles' being **anxious**, **avoidant**, and **secure**.

Specifically, they found that:

Securely attached employees were least likely to put off work, least likely to have difficulty completing tasks, and least likely to fear failure or rejection from co-workers.

Anxiously attached employees reported greater fear of rejection from poor performance.

Avoidantly attached employees tended to use work to avoid social interaction.

The Good News

The good news is that, because of the neuroplasticity of our brain, secure attachment can be learned and earned. Reliable and consistent presence of a secure Attachment Figure creates new neural pathways that lead to the formation of new mental models of how one sees themselves, others, and the world. When attachment figures (such as the leaders within the organization) respond appropriately and consistently during times of stress, the followers experience 'felt security' and are more likely to engage in autonomous behavior and creative problem solving.

The Power of Attachment-informed Leadership

The purpose of **Attachment-informed Leadership** is for leaders to lead in such a way that those being led *feel*:

1. **Safe** (by being an active listener, not criticizing, allow others to make mistakes, admit when you are wrong, maintain clear boundaries)
2. **Seen** (by paying attention to their needs and feelings)
3. **Supported** (by responding with care and concern)
4. **Secure** (by the follower experiencing all of the above from the leader)

This approach enables those being led to experience '**felt security**' within a '**secure base and safe haven**' leadership relationship.

Key Learning Objectives:

1. Gain a comprehensive understanding of attachment theory and how it manifests in the workplace
2. Understand the key components of a secure Attachment Figure and why they are key to the organization's success
3. Learn how to use this awareness to not only become a *secure* Attachment Figure themselves, but how as leaders, they can use this knowledge to become the secure base and safe haven leader that their employees need, so that they can thrive and develop a deep and lasting connection to their work.

Resources:

Grady et al, (2020). *Workplace Attachments*

Yip et al, (2018). *Attachment Theory at Work*

Hazan C., and Shaver, P. (1990). Love and work: An attachment-theoretical perspective. *Journal of Personality and Social Psychology*, 59, 270-280.

Jonathan Wolf-Phillips, unpublished materials (2021).

Philip Riley (2011). *Attachment Theory and the Teacher-Student Relationship*

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ABOUT ARIC BOSTICK

Over the past 23 years, Aric has been an Education and Corporate Speaker and Trainer. He has spoken to over half a million people at conferences, events, and school districts from coast to coast. His audiences include students, educators, principals, superintendents, and parents at School Districts and National, State, and Regional Education Conferences. He has also been an Employee Engagement Speaker for Corporations and Human Resources Conferences in the USA and Canada.



During the course of his education career, as a High School teacher and coach, Aric created and led a student leadership club and summer camps; he created online programs for students and educators; authored books, created curricula and developed online programs and trainings.

Building on a professional interest in leadership and relationships in the workplace, he has spent the last few years studying an attachment-informed approach to leadership, drawing on the work of some of the leading academics in this emerging area of leadership theory and practice.

Background

Aric's 23 years in education and corporate leadership speaking and training can be seen as comprising three distinct phases:

School teacher (1998 to 2002) – During the first phase, starting in 1998, Aric learned what it was like to be a teacher and sports coach. During this time, he drew on his original teacher training, other specialist in-service training, and the support of more experienced educators and school leaders.

National speaker (2000 to present) – As a national speaker (*Aric's 'Fired Up'* program), he spoke to over half a million people (students, educators, HR Managers and corporate employees and executives) over an 18-year period. For this work, he drew on his own time in the classroom, an understanding of positive psychology (including CBT tools and techniques), and feedback from colleagues and clients. During this time, he became increasingly interested in the welfare of senior leaders in the corporate world and the welfare of school principals and superintendents in education, as well as the distinctive needs of educators in rural education settings.

Leadership trainer (2018 to present) – In 2018, Aric decided to combine his teaching and speaking experience with his interest in the welfare of education and corporate senior leaders, to create and start delivering a new range of training, based on the latest attachment and brain science (*Aric's Attachment-informed Leadership* program). Given his understanding of the distinctive needs of educational and corporate settings and their leaders (gained while working with them as a national speaker), he decided that he needed to strengthen the theoretical underpinning for his work. He did this by developing an understanding of modern attachment science (the quality and development of relationships over the life course), and interpersonal neurobiology (the neuroscience of attachment). During this time, he also started working with an attachment-informed leadership specialist.

Client and Conference List

National Education Conferences:

- Collaborative Conference for Student Achievement
- National Alternative Education Conference
- National Association Community Colleges Teacher Education Prep
- National Business Professionals of America Student Conference
- National Council for Community and Education Partnership Conference
- National Dropout Prevention Conference
- National Nutrition Conference

State Education Conferences:

- Adolescent Symposium Conference
- Arizona State School Nutrition Conference
- Association of Texas Professional Educators
- California FFA State Conference
- California State School Nutrition Conference
- Fort Bend ISD Peer Assisted Leadership Conference
- Franklin Covey 'Leader in Me' event – Vicksburg, MS
- Georgia State Title 1 Conference
- Hawaii Teen Traffic Safety Conference
- Indiana State Student Council Conference
- Kentucky State School Nutrition Conference
- Maine School Nutrition Conference
- Montana State Title 1 Conference
- Northeast ISD Peer Assisted Leadership Conference
- Regional FCCLA Conferences held in Pennsylvania, Rhode Island, Arizona and Texas.
- Tennessee Head Start
- Texas Association of Secondary School Principals Conference
- Texas Career and Technical Education Conference
- Texas Essential Knowledge and Skills Conference
- Texas GEAR UP Conference
- Texas Higher Education Human Resources Association Conference
- Texas School Safety Center Conference
- Texas State FCCLA Conference
- Texas State Peer Assisted Leadership Conference
- Texas State School Nutrition Conference
- West Coast GEAR UP Conference
- West Virginia GEAR UP Conference
- West Virginia School State Nutrition Conference
- Wisconsin FFA State Conference

Schools:

- Over 500 School Districts Nationwide
- Education Service Centers Nationwide

Universities:

- Bacchus and Gamma Area 5
- Bacchus and Gamma Area 6
- Bacchus and Gamma Area 7
- Bacchus and Gamma National Conference
- Bloomsburg University
- California University of Pennsylvania
- Clarion University
- Colorado Collegiate Tobacco Prevention Initiative Spring Conference
- East Stroudsburg University
- Edinboro University
- Florida State University - Freshman Orientation Speaker for 22 nights

- Frostburg University
- Indiana University of Pennsylvania
- Kutztown University
- Lock Haven University
- Mansfield University
- Meeting of the Minds – Partners in Prevention Conference
- Millersville University
- Park University
- People to People Ambassador Student Leadership Program held at: Harvard, Stanford, UCLA, Johns Hopkins University and George Washington University with students from 60 countries
- Roger Williams University
- Shippensburg University
- Slippery Rock University
- Sonoma State University
- Stockton College
- Tarleton State University
- Texas State University
- University of Nevada Reno
- University of Pittsburgh at Bradford
- University of Texas
- Wells College
- Wesley College
- West Chester University
- Young Harris University

Corporate Clients:

- Cellular Plus
- Cornerstone Credit Union
- Gold's Gym
- Houston Meeting Planners Association
- MedAmerica Billing Services
- Medical Management Association
- Meeting Planners International
- Mr. Rooter
- Practice Management Institute
- Society of Government Meeting Professionals
- South Florida Meeting Planners Association
- TransAmerica Investments & Insurance
- Travel Alberta Canada

Human Resource Conferences:

- Alabama State Society of Human Resource Professionals
- Austin Human Resource Management Association
- Central Texas Human Resource Management Association
- Corpus Christi Human Resource Management Association
- Human Resource Southwest Conference
- North Texas SHRM
- Permian Basin SHRM
- South Texas HR Symposium
- Texas Association of Higher Education Human Resources

Non-profit Clients:

- Child Care Associates
- Child Care Group
- Dallas Children's Medical
- Hospital
- Federal Bank Reserve of Chicago
- Pineland Behavioral and Developmental Disabilities
- United States Equal Employment Opportunity Commission – Fair Employment Practice Agencies – National Conference

TESTIMONIALS

Education Testimonials

"At an elementary school, it seems impossible to engage a speaker that will be able to appeal to the wide range of ages, inspire the faculty and staff, and have a message so powerful that kids encourage their parents to bring them back to school to hear him again in the evening. However, that is exactly what happened when we spent a full day with Aric Bostick! The morning programs, the leadership workshops, and a family event, in the evening, left our students, staff and their families Fired Up! And ready to tackle this school year- and life- head on!"
-Angela Kunkel, VP of Programs, Shafer PTA

"In one word, Aric Bostick is: AWESOME. From his fast-talking, high-energy, get-you-moving, can't stop laughing antics to his real-life, personal, touching story about being "that kid," Aric Bostick is exactly who your school needs. Get ready to feel motivated, inspired and awesome."
-Leslie Garza, Public Information Officer, Harlandale ISD

"Aric's visit was truly inspirational for our students, staff, and parents. All of Aric's interactions with our community was genuine, energetic and just what we needed to spark the flame to FIRE US UP! Aric's words of encouragement are truly inspirational. His visit is one to remember! Thank you to you and all of Aric's team. He is LEGENDARY, and I know his team is too!"
-Lesley Austin, Principal, Maypearl Jr. High School

"Aric's presentation was so fabulous that I am still hearing staff comment on what an impact his presentation had on them professionally and personally. Our staff members are actually holding each other accountable for their attitudes and behaviors. We have never had a speaker have such an impact on our staff."
-Tammy Lemoine, Assistant Superintendent of Curriculum and Instruction and Special Programs, Center ISD

"Aric's presentation is life-changing and inspiring!! He is one of a kind!! The energy that he gives is contagious!!"
-Vicki Guillory, Assistant Principal, Tisinger Elementary

"Aric Bostick is honest, speaks from the heart, and connects on all levels regarding education! After his presentation many of our participants were moved to tears because they recognized things that they needed to change in both their personal and professional lives. If you need to be reminded about why you chose education as your career or WHY education is so important to our workforce and communities then you must invite Aric to your school or community event."
-Kimberly Tobey, Director, National Association of Community College Teacher Education Programs (NACCTEP)

"Aric presented as a keynote speaker to over 1,000 staff members in East Aurora School District 131 for a special Institute Day focused on staff wellness—body, mind, and spirit. His presentation was simply electrifying! This was not only due to his high-spirited approach to "fire up" the staff, but also due to his comprehensive preparation before the event. He spent several hours listening to an overview of the state of the District and the needs of the staff and seamlessly wove those ideas into a presentation that was unforgettable. Throughout the day, the staff lined up to speak with him, have their books signed, and to hear his additional words of wisdom. The shared sentiment was that Aric was one of the best presenters they have ever seen!"
-David Brusak, School Improvement Director, East Aurora School District 131

"Because Aric has been in the education field, he can relate to the teacher working in the classroom day in and day out. He knows the struggles and the blessing that go with this profession and he gives the teachers inspiration and motivation to continue to do what they love, making a difference in a child's life."
-Diana Ferguson, Executive Director, TIVA

"Aric became an instant hit with our child care teachers and staff. He as them "Fired Up" to greet our incoming preschoolers for the new school year. His presentation was lively, interactive and inspiring. Many staff stated that he changed their perspective and outlook on life."
-Bob Duke, Child Care Associates - Interim President and CEO

"Aric's genuine love for the educator community and his shared mission for what we all do comes across at every moment of his presentation. It's this passion more than anything that gets us all Fired Up!"
-Johanna Hoy, Gear Up Coordinator, Manor ISD Office of Federal Programs

"Aric is so easy to work with! It was a very simple process to get Aric on our campus! I have never seen our employees so engaged with a speaker or with each other! Aric is what we needed!! We have heard from several employees who have said that Aric is the best guest speaker we have ever had!!" -Jenny Keener, HR Assistant, Western Nebraska Community College

Corporate Testimonials

Cellular Plus

"I'd highly recommend any company needing to recharge & re-motivate their employees to bring in Aric! His high energy presentation was packed with goal setting & team-building ideas that all our managers were excited to take back and share with their teams. He is AWESOME!"
Lisa Watson, Human Resources, Marketing & IT Director

Corpus Christi Human Resources Management Association

"Aric was everything I hoped he'd be and more! He energized our members like I've never seen them! He drew in a crowd that was a 50% increase for us and they all left with ammo to FIRE UP their staff! Thank you, Aric, for an incredible presentation!"
Leslie Vlissides

Practice Management Institute

"Aric is amazing, and his presentation is like none other I have seen. Not only did he FIRE UP our conference participants, but also our internal staff! His keen ability to connect with his audience not just during the presentation but also before and after has really solidified the experience for us all."
Nancy Clements, Director of Marketing Communications

Wellness Pointe

"Aric was awesome. Came here burned out from work stresses, but Aric motivated me to return to the office Monday with a positive and refreshed attitude."
Tamiko Richardson

UT Southwestern Medical Center

"Getting Fired Up has given me the motivational inspiration to set positive goals for my work and personal life. It's given me the theme to use every day, think positive, let it go, and live every day to its fullest."
Rhonda Benton

The Center for ENT

"Aric was awesome! He is one of the best speakers, if not the best, I've ever heard."
Christine Gellman

Colon & Rectal Surgery Associates, P.C.

"Aric is great! Very energetic! Lots of fun, lots to think about!"
Teresa Holm

Billing Solutions, Inc.

"It was very inspiring to start our conference and made you think about work/life differently."
Lisa Murguia

Dr. Klima

"Awesome! Please continue to have him at the conferences."
Angela Heitler

IHA

"Loved the personal stories. Great motivator to do better. Puts things into perspective."
Deborah McNeliance

Pediatric Acute Care Associates of N. TX

"I totally loved this session on a professional and a personal level. I am going to get FIRED UP. Thank you."
Alfreda Brown

Professional Healthcare Management

"Awesome speaker. I very much needed this right now!"
LuAnn Weldon

Dallas Diagnostic Association

"Aric definitely knows how to get people excited! He was very easy to follow and kept your attention the whole time."
Amanda McMenemy

TN Headstart

"Aric was simply awesome and our staff loved him. I did not hear even one negative comment from the staff. I had several staff thank me for bringing him to our program. What I liked most was Aric had a truly uplifting and thought provoking message that everyone identified with and it was delivered in a mix of fun, theatrics, and involvement. The staff really got into the music and dancing!"
Judy Butler