



# John Schaefer

Founder and President of  
Schaefer Recognition Group  
*America's Employee Recognition Expert*

John Schaefer helps organizations succeed by optimizing their most valuable asset – people. When engaged supervisors convince your employees that they truly care, and genuinely mean it, your firm begins to see significant results. The goal, he tells managers, is to “*Make it Real!*”

This Industrial Engineer with a degree from Arizona State University worked for a 6000 employee manufacturer, then a small family business. Schaefer's expectation was to be a valued component of an inspired, like-minded group of professionals, however his early career turned out to be a lesson in the stress-filled pecking order with a disproportionate amount of time being spent covering up weaknesses, manipulating information and pointing fingers. *Sound familiar?*

He set out to do something about the frustration and anxiety that he witnessed in the workplace which often led to unique survival habits among his coworkers. Those personal experiences along with wit and a passion for helping people is what Schaefer brings with him every time he talks to clients about getting the most out of the employment experience. In 1989 he formed his own recognition awards company then a few years later, after finding his old notes, penned ***The Vocational Shrink—An Analysis of the Ten Levels of Workplace Disillusionment***. Though written as a humorous view of workplace craziness, it actually takes a serious look at the problems of low employee morale and high turnover which still plague so many companies today. Many of the causes and some of the solutions for these destructive job-in-spired behaviors are presented in his book and accompanying game.

After more than 20 years of working with major corporations, Schaefer knows what makes employees tick. His manager training program “*Why Should Supervisors Care? Getting to the bottom of what they're really thinking—“What's in it For Me?”*” shows how subtle changes in the way they communicate can help managers and their employees greatly improve their work life. “I'm convinced that everyone has the capacity to become far more effective and fulfilled than they think they can be,” shares Schaefer. All of the resources required are freely available, if they simply choose to use them enthusiastically and in the right sequence.

Today John Schaefer and his team at Schaefer Recognition Group help companies realize and react to what he calls the Employer/Employee Disconnect. He's sought out for his straight talk, loved for his humor and dedicated to helping people have more fun, be more productive and save their companies tons of money.

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## *Schaefer Recognition Group Corporate Client List*

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Air Force Association - Washington, D.C.	IBM- Bethesda, Maryland
Allied Signal Inc. ITEC - Taipei, Taiwan	Kinze Manufacturing - Williamsburg, Iowa
Arizona Biltmore Resort - Phoenix, Arizona	Lawrence Livermore National Laboratory - Livermore, California
AT&T - Morristown, New Jersey	Lincoln Property Company - Foster City, California
BETZ Laboratories - Trevese, Pennsylvania	Mita Corporation - Danbury, Connecticut
Browning Ferris Industries - Houston, Texas	Mitsubishi Electronics USA - Cypress, California
Bumble Bee Seafood - San Diego, California	Nationwide Insurance - Columbus, Ohio
Carondelet Health Network - Tucson, Arizona	Ocean Spray - Westport, Connecticut
Chrysler Corporation - Detroit, Michigan	Ortho Pharmaceutical - Raritan, New Jersey
Days Inn of America, Inc. - Atlanta, Georgia	Pitney Bowes - Stamford, Connecticut
DC Polyplastics Company Ltd. - Osaka, Japan	Ralphs Grocery Company - Los Angeles, California
Farmer John - Los Angeles, California	Rockwell International - Pittsburgh, Pennsylvania
Farmers Insurance Group - Los Angeles, California	Schweppes - London, England
Ford Motor Company - Dearborn, Michigan	See's Candies - S. San Francisco, California
General Motors Corporation - Detroit, Michigan	Southwest Airlines - Dallas, Texas
Georgia Pacific - Atlanta, Georgia	State Farm Insurance - Tempe, Arizona
Grubb & Ellis - San Francisco, California	Titan Motorcycles - Phoenix, Arizona
Hackensack University Medical Center - Hackensack, New Jersey	Unocal - Chicago, Illinois
Harley Davidson - Milwaukee, Wisconsin	Wells Fargo Bank - San Francisco, California