



**IN 2015, A CEO SLASHED HIS SALARY FROM \$1.1 MILLION TO \$70,000. THEN RAISED EVERY EMPLOYEE'S PAY TO AT LEAST \$70K. ECONOMISTS SAID IT WOULD DESTROY THE COMPANY.**

**WHAT HAPPENED NEXT SHOCKED THE WORLD:**



swipe for more



His name: Dan Price.

CEO of Gravity Payments, a credit card processing company in Seattle.

He wasn't chasing headlines.

He was reacting to something personal.



swipe for more



Dan had just learned one of his employees worked a second job at McDonald's.

Despite working full-time.

Despite being loyal.

Despite doing everything "right."



swipe for more



It hit him like a gut punch.

How could someone working 40+ hours a week not make ends meet?

Dan knew he was overpaid.

And his team was underpaid.



swipe for more



He did the unthinkable:

Dropped his salary from \$1.1 million to \$70,000.

And made \$70K the new minimum wage for every single employee.

Overnight.



swipe for more



The backlash was brutal.

Wall Street called him naive.

Fox News called him a socialist.

Rush Limbaugh said he'd go bankrupt in 3 years.



swipe for more



Even Dan's own brother – a co-owner –  
sued him.

Investors panicked.

Economists rolled their eyes.

But Dan didn't budge.



swipe for more



So what happened?

Did Gravity Payments collapse under the weight of "overpaid" employees?

Did profits shrink?

Did productivity suffer?



swipe for more



Quite the opposite. Within 3 years:

- Revenue tripled
- Profits doubled
- Employee turnover dropped 50%
- Customer retention hit record highs



swipe for more



And morale?  
It soared.

Employees were buying homes, starting families, paying off debt.

Some even donated raises to coworkers in need.



swipe for more



Dan's radical decision turned his company into a global case study.

Harvard, Stanford, and the NYT wrote about it.

And Gravity's applications?

They went up 10x.



swipe for more



The secret?

Financial security created loyalty.

Loyalty boosted performance.

Performance fueled profits.



swipe for more



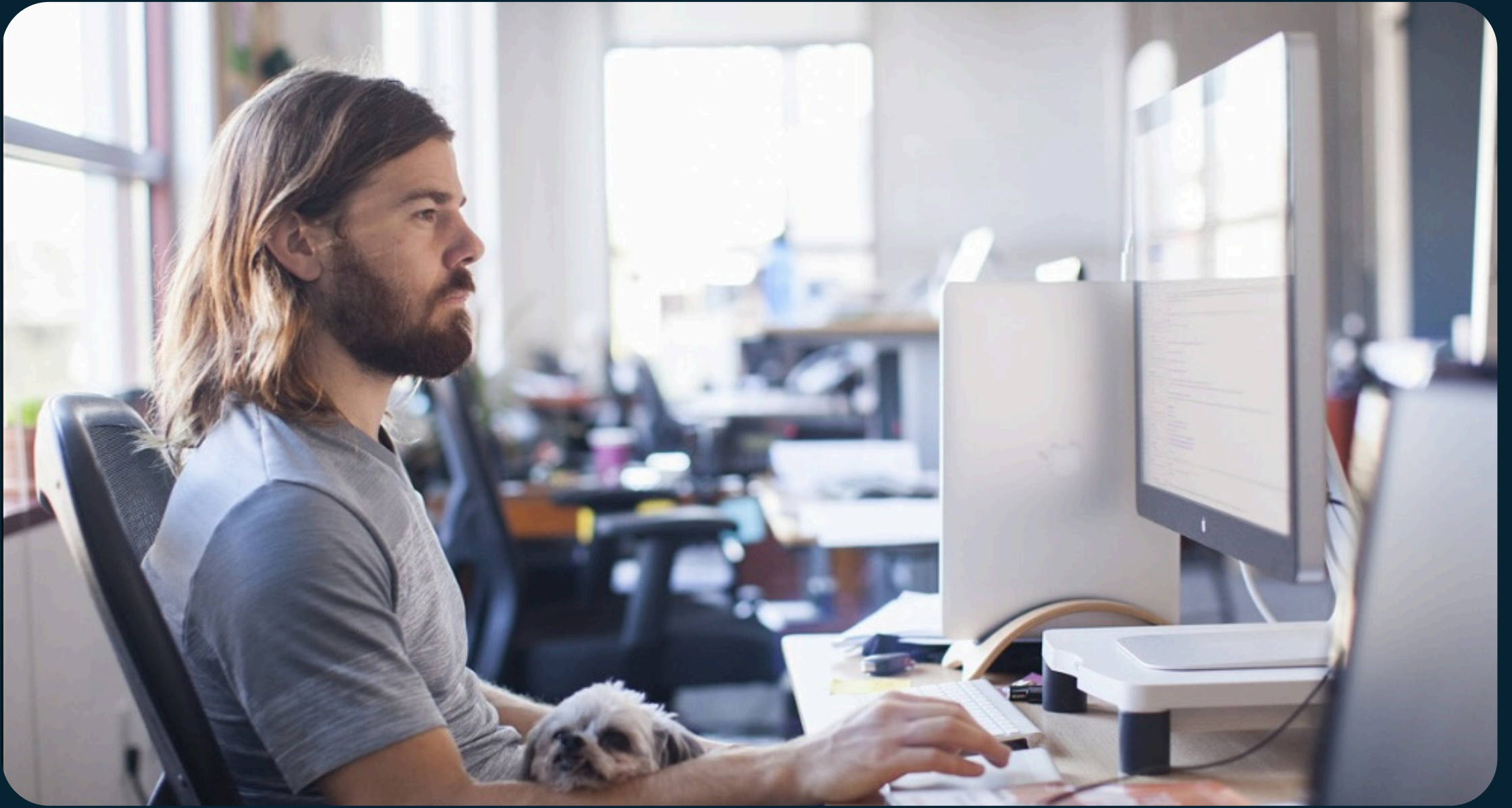
Dan proved that happy employees build great companies.

He didn't lose money.

He gained a team that would walk through fire for him.

And customers noticed.





Today, Dan is no longer the CEO.

He left to focus on advocacy and mental health.

But his story is still making waves in the business world.

And challenging everything we thought we knew about leadership.



swipe for more



What if more CEOs followed his lead?

What if we measured leadership by impact  
not income?

Dan Price didn't just raise salaries.

He raised the bar.



swipe for more