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Heritage University Faculty Member Named Among Top 100 Leadership Speakers for 2018

Toppenish, Wash. – Dr. Matt Kincaid, an associate professor of business at Heritage University, is named on *The Top 100 Leadership Speakers for 2018* list as published by Inc. Magazine. Author Kevin Kruse compiled the list and selected speakers based on the uniqueness of their ideas and their ability to present their ideas in a compelling manner.

Along with selecting Kincaid for this list, Kruse also reviewed his book, *Permission to Speak Freely: How the Best Leaders Cultivate a Culture of Candor*, giving it a perfect five-star rating on Amazon and calling it a “must read for all managers/leaders.”

In *Permission to Speak Freely*, Kincaid and co-author Doug Crandall explain how open and direct communication enhances innovation, ownership, engagement and performance. The authors describe the benefits of candid communication, illustrate the inhibitors that prevent it from happening, and offer tools for leaders to cultivate a culture where everyone, regardless of rank or status, is encouraged to speak freely.

The alphabetical list of speakers which appears on Inc.com, can be viewed [here](#). Kincaid was humbled to be chosen as a top speaker in his field. “It’s an honor, definitely, but I’ve been really lucky to have worked closely with some amazing leaders who are incredible teachers and presenters. Their examples and guidance have helped me a ton.”

Kincaid is also the managing partner of Blue Rudder, a leadership development consulting firm that works with a wide range of organizations, from small nonprofits to Fortune companies. Several international scientific journals have featured his work, and he has been featured in two widely distributed business textbooks.

In addition to instructing business students at Heritage, Dr. Kincaid is also involved with the student organization Heritage Enactus, helping prepare its presentation team for its regular appearances at regional and national competitions.

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