



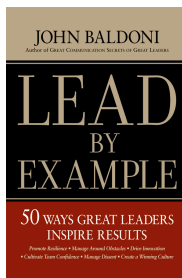
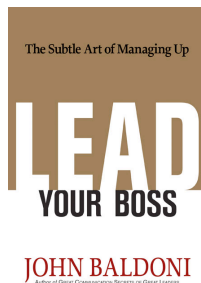
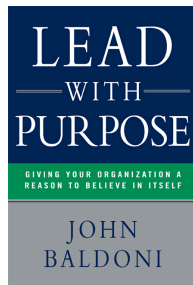
# John Baldoni

## Leadership Educator/Speaker

John Baldoni is an internationally recognized thought leader in leadership and communications. He is a popular leadership speaker, executive coach and executive educator. John teaches men and women to achieve positive results by focusing on communication, influence, motivation and supervision.

### Why John?

- Keynote speaker on leadership, communication, innovation and achieving sustainable results
- Leadership columnist for online sites of *CBS/MoneyWatch*, *Bloomberg/BusinessWeek*, *Harvard Business Review* and the *Washington Post*.
- Author of ten books on leadership, including *Lead With Purpose*, *Lead Your Boss: The Subtle Art of Managing Up*<sup>1</sup>, *12 Steps to Power Presence* and *Lead By Example* (AMACOM)



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### Selected Speaking Topics

- Put Purpose to Work So Everyone Wins
- Influencing from the Middle: Leading Boss & Peers
- Leading from Hard Times to Good Times
- 12 Steps to Power Presence
- How Great Leaders Get Great Results
- How Great Leaders Motivate
- How Great Leaders Communicate

<sup>1</sup> "offers encouragement and inspiration" *Harvard Business Review* November 2009

## **Putting Purpose to Work So Everyone Wins**

When an organization succeeds it is because they know what they do and why they do it. We say they have purpose.

When I speak to executives, I ask them: what would you give to have an entire company full of employees who know what they do, love it and want to keep on doing it. They smile wistfully knowing that such commitment is rare. But in reality it is only rare because companies do not take enough time nurturing such attitudes in the workplace.

It is up to leaders to make certain that organizational purpose is understood and acted upon. Based upon research and interviews with business executives in multiple sectors I have concluded that there are five key people-smart things that businesses must do to succeed in the new future.

In this presentation, John will explore:

- How defined purpose can help your team thrive and achieve
- Ways to make people your first priority
- How to turn good intentions into great results
- How to make employees “comfortable with the uncomfortable” (*i.e. ambiguity*)
- How make it safe to fail (and prevail)
- How to create your legacy with emerging leaders

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## **Influencing from the Middle: Leading Your Boss & Your Peers**

“Leading up” is the process of leading your organization from the middle. It requires the mindset of a CEO with the authority of a middle manager. Leading up and from the middle requires two things: influence and action. Influence is necessary to open doors so you can be heard. Action is necessary to implement your plan. Those who succeed at leading from the middle are artful and adept managers. They utilize their management skills to establish goals, plan projects, organize people, and execute projects on time and on budget.

"Influencing from the Middle" presents ways that managers can create and leverage their influence to build coalitions in order to effect positive change and achieve organizational goals. Managers who lead up are those who can influence across boundaries because they have the trust and respect of senior leaders and colleagues.

In his presentation, John will teach how to:

- Influence up, down and across the organization
- Lead bosses and peers to achieve greater results
- Build a coalition of peers
- Create the impetus for organizational effectiveness, e.g. making good things happen
- Become an agent of positive change
- Ask the right questions at the right time
- Demonstrate authority, conviction and compassion
- Deliver practical tips for leadership who must communicate, delegate, manage, and inspire

## **12 Steps to Power Presence**

Leaders project power through their presence.

Leadership presence is the outward manifestation of leadership behavior. While leaders project their leadership, followers authorize it with their approval. Leadership presence is “earned authority.” Those two words are important. Earned means you have led by example.

“12 Steps to Power Presence” demonstrates ways managers can improve their presence strategically and tactically to develop the trust of their people so that they can accomplish their goals and the goals of the organization. This presentation will guide you through the process of discovering, developing, and delivering on your leadership presence.

“12 Steps to Power Presence” explains what it takes to be a leader – one who can develop the trust of people in order to can accomplish individual and organizational goals and results. In this presentation, John will teach how to:

- Project A2 (authenticity/authority) through presence
- Transform good character into positive action
- Explore five aspects of authority
- Instill pride of purpose
- Project hope and optimism
- Coach your boss
- Deliver practical tips for leadership who must communicate, delegate, manage, and inspire

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## **Leading from Hard Times to Good Times**

A true leader is one who can lead people with decisiveness, authority, conviction, and compassion. People are put into positions of authority, but it is up to the individual to earn the respect and trust of his followers.

Personal example sets the standard for everything. When followers see the leader doing what is right for the team; that is, supporting, developing, nurturing, and defending in good times and bad, they grant the leader their trust. Managers who put the interests of their people first by helping them to grow, develop, and take on more responsibilities cease to be mere managers; they are leaders of men and women who have earned their stripes by giving their people a reason to believe.

In this presentation, John will:

- Demonstrate what a leader must do to inspire others to follow and fulfill the vision, mission and strategies of the organization
- Reveal insights and stories of men and women who know how to lead from the front
- Provide insights managing conflict, promoting resilience, and creating a winning culture
- Deliver practical tips for leadership who must communicate, delegate, manage, and inspire

## **Custom Presentations**

Do you have a leadership topic you would like customized for your group? John prides himself on his ability to develop and deliver presentations that cover the issues your organization is facing. As an executive coach John with decades of experience work in organizations large and small, John can provide the perspective your people can appreciate to enable them to devise solutions that complement the mission and goals of your organization.

# John Baldoni

## Baldoni Consulting LLC

John Baldoni is an internationally recognized leadership consultant, coach, author and speaker. He is president of Baldoni Consulting LLC, an executive coaching and leadership development firm.

John has taught what it means to inspire at the top of a mountain in the Canadian Rockies. At sea level in Orlando, Florida, John spoke to nearly one thousand USAF/JAG commissioned and non-commissioned officers on leadership and communication. And his ninth book, *Lead Your Boss*, was hailed by *Harvard Business Review* as a “guide that provides useful advice... [and] is encouraging and inspirational.”

In 2011, Leadership Gurus named John number 11 on its list of top thirty global leadership gurus. In 2009 John was named one of the world's top 25 leadership experts by Top Leadership Gurus International.

John began his business career in a fifteenth floor office with a view of a private golf course. Around the corner was a commanding view of the Pacific Ocean. In between was a recording studio where John produced and edited corporate radio spots. But John gave that all up to start his own business in the spare bedroom of a beachfront rental more than three decades ago.

In time, John established a career as a highly sought after communications and leadership consultant, where he had the privilege of working with senior leaders in virtually every industry from pharmaceutical to real estate, packaged goods to automobiles, and finance to health care.

In Fall 2011 John published his tenth book, *Lead With Purpose: Giving Your Organization a Reason to Believe in Itself*. Over the past decade John has established himself as world authority on topics that matter to leaders who are seeking insight into leadership challenges of the day. Through his books and his many columns for leading business publications, John has become a source of practical wisdom on topics such as influencing without authority, applying power appropriately, leading with grace and conviction, and developing genuine followership. All of these topics complement John's mission to help individuals and their organization achieve positive results. Consequently John's books have been translated into multiple languages including Mandarin, Hungarian, Indonesian, Japanese, Korean, Spanish and Vietnamese.

John speaks widely to corporate, professional, military and university audiences. Those who attend John's keynotes and workshops find his advice to be practical and his advice inspirations. Mixed with stories of great men and women, and leavened with light-hearted humor, John seeks down-to-earth practical advice that individuals can apply immediately. John's presentations blend his passion for leadership with genuine enthusiasm for helping people achieve their leadership ambitions.



### Quick Facts

- President, Baldoni Consulting LLC – an executive coaching and leadership development firm
- No. 11 on list of world's top leadership gurus
- Author of 10 books on leadership
- Executive Coach/Certified in multiple assessments
- Developer of an Assessment on Leadership Presence
- Editorial Advisory Board, *Life Science Leader*

### Partial Client List

Abbot Labs  
Audi  
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Ford Motor  
Genentech  
Goldman Sachs  
NASA/Goddard  
Nat'l Assoc Parks & Recreation  
Pfizer Global Research  
SHRM  
US Army War College  
US Steel  
University of Michigan