



### Jackie Freiberg, Ph.D.

For over 20 years, Dr. Jackie Freiberg has been on a mission to expose the unconventional, business-best practices of globally admired leaders. As a bestselling author and leadership expert, she has dedicated her career to helping executives and managers to practice the art of leadership and to build great companies where great people can do great work.

Jackie has co-authored several books with her husband, Kevin Freiberg, including the international bestseller *Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success*; *Boom!: 7 Choices for Blowing the Doors Off Business-As-Usual!*; and *Guts!: Companies that Blow the Doors Off Business-As-Usual*. Jackie and Kevin's latest book is *Nanovation: How a Little Car Can Teach the World to Think Big*.

Jackie is one of the most sought-after female business speakers in the nation. *Leadership Excellence* magazine named her one of the "Top 30 Best Minds on Leadership." And leaders around the globe cast over 13,000 votes to select Jackie as a "Top 5 Leadership Speaker." Her articles and interviews have appeared in the *Wall Street Journal*, *Business Week*, *Investor's Business Daily*, Dubai's *CapitalME*, and the Indian publications *Management Next*, *Business Standard*, the *Economic Times*, and the *Financial Times*.

Prior to her career as an author, speaker, and consultant, Jackie was an HR specialist for NCR Corporation. There, she oversaw college recruiting, all employment issues, new hire on-boarding, and all internal employee communication programs and publications. Jackie later served as Manager of Corporate and Professional Programs at the University of San Diego's Executive Conference Center. During her tenure at USD, Jackie co-founded the Family Business Institute, founded the Certificate in International Business Program, and served as Director of the Institute for Quality and Productivity. She also taught courses on leadership, public speaking, and communications as an adjunct professor.

Currently, Jackie is a public speaking coach for the United States Marine Corps Recruiting Office, where she trains more than 1,500 Marine recruiters each year on the "Fundamentals of Delivering a Winning Presentation." Previously, she served as a member of Southwest Airlines' Culture Committee as one of only two non-employee members invited to join the highly influential leadership group. Jackie has also served as an executive consultant for the Center for Creative Leadership, where she provided feedback to executives who participated in the five-day Leadership Development Program.

Jackie holds a doctorate in Leadership from the University of San Diego, a master's degree in Communication from San Diego State University, and a bachelor's degree in Communication from the University of New Hampshire.

Through her work, Jackie has become a connoisseur of cool companies—places where people want to work and choose to stay. She is on a mission to cure the Dead People Working™ syndrome, a global epidemic sweeping through so many companies today. Jackie's goal is to

create a movement of leaders who choose to defy mediocrity, take charge of their success at work, and make a difference in their own little corners of the world.

## Speech Topics

*New Keynote!*

### **Nanovate: How to Lead in an Era of Uncertainty**

In this exciting plenary session, Jackie Freiberg will take you on a “deep dive” into the kind of leadership that unleashes innovation and ingenuity. Nanovation is for organizations that want to move innovation from a tired cliché to a powerful competitive advantage.

Today, business leaders everywhere are asking:

- How can we create a culture where impassioned people show up to work every day firing on all cylinders—a culture where people are hungry for change and inspired to find innovative solutions to today’s significant problems?
- How do we make innovation a core capability and an essential part of everyone’s job—a permanent, perpetual way of doing business in our organization?
- How can we exploit our core competencies in new ways? What new competencies do we need to acquire? What market segments have been ignored by our competitors? Do these markets represent an opportunity for us?
- How do we radically differentiate ourselves from our competitors?
- How do we become good corporate citizens and make a profit while making a difference?

This session will address these questions and many more. It will inspire you to give history a shove by showing you how to pursue your own ideas for game-changing innovation.

### **Customized Keynotes and Presentations**

Jackie will customize a presentation to meet the needs and objectives of your business, industry, and audience. Whether she presents on her own or with her co-author and husband, Kevin, she is comfortable with large, small, and international audiences. Jackie uses instructive examples from the revolutionary companies and great leaders she profiles in her books along with her own experiences working with clients around the globe. Her presentations can address any number of the following themes:

- Leadership
- Engagement and Culture
- Innovation
- Service
- Loyalty—Fiercely Devoted Customers
- Accountability
- Change