



Robert Kriegel, Ph. D

One of the most in demand business speakers, Dr. Robert Kriegel teaches bold, innovative, 'out of the box' strategies for keeping ahead of the changes, challenges and competition in today's dynamic marketplace.

Author of the national bestseller: *If it ain't broke...BREAK IT!*, Dr. Kriegel has been called by *U.S. News & World Report* one of this country's leading authorities in the field of change and human performance. His latest book is *How to Succeed in Business Without Working so Damn Hard*. His last book, *Sacred Cows Make The Best Burgers*, made *Business Week's* bestseller list in it's first month! A

commentator on *National Public Radio's Marketplace* program, Kriegel recently made two specials for *PBS*.

An all American athlete and pioneer in the field of sports psychology, Kriegel has coached both Olympic and pro athletes. The *New York Times* said his work "spurred a revolution in performance practices." He is the co-author of *Inner Skiing* and has done color commentary for the *US Professional Ski Tour* on *ESPN*.

Bob has taught at Stanford University's Executive Management Program and is a former advertising executive for Young and Rubicam in New York where he managed major accounts such as Proctor & Gamble, Johnson & Johnson and Travelers Insurance. He was also a member of the California Governor's Council on Health Wellness and Physical Fitness.

Dr. Kriegel's customized speeches and programs will entertain you, inform you and inspire you. He will teach you how to develop and lead Change- Ready© people and organizations. You will learn how to round up sacred cows that cost money and inhibit change and new opportunities. He also outlines strategies for gaining the competitive edge by not competing but changing the game, leading customers not following them and rethinking rules, redefining roles and reinventing the game.

Speech Topics

- Sacred Cows Make The Best Burgers
- If it ain't broke...BREAK IT!
- Riding the Wave of Change
- Winning Under Pressure
- Leading Change-Ready© people and organizations
- The Hi Tech - Hi Touch Formula
- Executive Briefings
- Innovation and Out of the Box Thinking



Thriving in Times of Change and Uncertainty:

Coaching to create a Change-Ready© organization and people

Today's challenging marketplace and unpredictable economy offer unique opportunities for organizations that are Change-Ready© innovative, proactive, and agile. Creating this type of environment however demands a whole new set of rules, roles and strategies and a fundamental re-thinking of how to lead, manage and coach. Drawing on 25 years of pioneering work, coaching peak performers in all fields from Olympic athletes to top executives to ground breaking entrepreneurs, NY Times best selling author, Dr. Bob Kriegel will outline the management and coaching skills necessary to create an environment where innovation flourishes, people are excited about change, motivated about new opportunities and possibilities and performing at peak levels.

*Some of the areas he can discuss include: **

- The three most important qualities of Change-Ready© leaders and coaches
- How to get your people into the Change-Ready© Zone and out of the Panic and Comfort Zones
- Why the comfort zone isn't comfortable
- Why working harder doesn't work
- How to fire up people about change
- How to overcome the obstacles, sabotage thinking and firehosing that prevent change and innovation
- How to take risks not chances
- Playing to win vs. not to lose
- How to develop innovative thinkers

**Each of Dr. Kriegel's presentations is individually designed to reinforce the objectives of your meeting and to address the specific challenges and concerns facing the audience.*