Bio:

David Grossman, ABC, APR, Fellow PRSA, is one of America’s foremost authorities on communication and leadership inside organizations. He’s a sought-after speaker and advisor to Fortune 500 leaders, and author of the highly-acclaimed books, “You Can’t NOT Communicate: Proven Communication Solutions That Power the Fortune 100,” and its follow-up, “You Can’t NOT Communicate 2.” A frequent media source for his expert commentary and analysis on employee and leadership issues, David was recently featured on “NBC Nightly News” and in the Chicago Tribune. David counsels leaders at top organizations to unleash the power of strategic internal communication and drive performance. Clients include Accor, AOL, HTC, GlaxoSmithKline, LifeScan (a Johnson & Johnson Company), Lockheed Martin, McDonald’s, Microsoft, Nielsen, Pioneer Hi-Bred (a DuPont Business), and Symantec, to name a few. He’s Founder/CEO of The Grossman Group (www.yourthoughtpartner.com), an award-winning Chicago-based strategic leadership development and internal communications consultancy, and teaches at Columbia University, NYC.

Topics:

Title: About Face: Proven Approaches from the “Anti-Social Media Guy”

Description: Facebook, LinkedIn, MySpace, Twitter – while technology might seem faster and easier, it’s not the end-all-be-all connector or motivator. The truth is employees crave a real connection and they want to be inspired and engaged through good ol’ old-fashioned conversation. In this interactive session, turn off the Blackberry and open your eyes to what’s
possible when you’re “about face.” Learn: • The business case for face-to-face communication as an ideal strategy for getting business done • Artful tips and hands-on tools you can use immediately to create dialogue and have tough conversations that leave employees’ communication needs fully satisfied • Proven techniques for coaching leaders to listen to and motivate employees.

**Title: The Power of Internal Branding: The Communicator’s Secret Weapon**

Description: Building brands starts on the inside. How can the media tell your story – in a positive way – if your own employees can’t, and they can’t deliver on the brand promise? As the daily living embodiment of a brand, employees are your first and most important customers. What they say and do can make or break your media relations strategy. In this session, you’ll learn: • Why internal branding needs to be a part of your media relations strategy • How to make the most of your external communications efforts through internal branding • How to know you need internal branding in your organization • A proven, strategic approach to internal branding.

**Title: Getting to Great: How to Fast Track Your Leadership Impact**

Description: Leaders are made, not born. Whether you lead a team or not, everyone can sharpen the leadership and influencing skills needed for both professional and personal growth. If you want to advance your career, work more effectively with your teams, and better serve your clients, you need to develop the ability to truly lead and influence – not just manage and direct. In this seminar you’ll learn: • Why every leader should have a mirror on his/her desk • The Seven Deadly Sins leaders at any level can make • The Three Must-Have Tools to accelerate your leadership impact and get even better results.
Title: You’re Already Doing It: What to Do When You Can’t NOT Communicate

Description: The reality is that everything you do and say communicates something. Not communicating isn’t an option. The most successful leaders know that communication is the competency most critical to moving businesses forward, is the best defense in managing change and difficult situations, and is the driving force in engaging others. Whether you are running a thriving organization, trying to create growth in your company, or leading under the pressure to do more with less, you are always communicating—so you might as well be great at it. In this session, David Grossman will share practical insights on how top leaders differentiate themselves. You'll learn: • Why leadership communication means business • The three fundamental truisms every leader must understand • Three myths leaders believe • The most common traps leaders face. You’ll walk away with valuable perspective, best practices, and proven, actionable tools that you can start using right away. This workshop is a unique opportunity to learn winning strategies you can use every day and engage in thought-provoking discussion so you can differentiate yourself, elevate your leadership impact, and accelerate business results.

Title: Lessons from the Road: Innovative Techniques and Trends from a Veteran Road Warrior

Description: In today's high stakes business environment, strategic internal communications separates the good from the great. Learn the Top Ten Standout Strategies that are powering business results in the Fortune 100 today. In this session, you'll learn: • What's winning the battle for senior management's share of mind, attention and resources • Which must-have strategies are on the road less traveled • What tried-and-true strategy is on life support in most organizations today. As one of the industry’s most sought after and well-traveled experts in internal and leadership communications, this is a unique opportunity to learn winning strategies, engage in thought-provoking discussion, and consider what's possible to elevate and accelerate your business results.
Speaking Experience:


Fees: To be discussed on a case-by-case basis. Reimbursement for travel expenses.

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