

# Leading the Art & Science of Change



“One bedrock truth emerges among the finest leaders I’ve worked with — from a Nigerian tribal chieftain to sales people, from IT programmers to nonprofit boards, from hospital staff to executive boardrooms:

To be a powerful leader you must cultivate the ability to *change yourself*.”

— **Dr. Vicky Gordon, CEO, The Gordon Group**

MAKE A CHANGE

*Make a change* from formulas and buzzwords, pep talks, and recipes for the Corporate Flavor of the Week

Make Your Next Presenter...

## ***Dr. Vicky Gordon***

Savor a dynamic, memorable, and *measurably valuable* session with this internationally esteemed speaker, executive coach, and corporate trainer.

### ***Clients agree, Vicky Gordon...***

#### FUELS MOTIVATION & COMMITMENT

“Vicky is exciting, energetic, and practical. The audience gave her exceptionally high marks. She was clearly a favorite.”

—Larry Brown, VP, Dell Computer Corp.

#### SPARKS PARTICIPATION, CONNECTION...& FUN

“ An articulate, down-to-earth speaker, Vicky truly connects. She’ll mesmerize the audience one moment and have them dancing in the aisles the next. She really makes a difference.”

—Karen Inman, Director of Corporate Communications, Ameritech Network Services

#### SHARES EXPERT KNOWLEDGE WITH GENEROSITY

“ Vicky’s an experienced professional who’s ‘been there and done that’ and provides real value and understanding during the change journey.” — Wayne Rich, former VP & Global Leader, DowElanco

“ With Vicky, you feel a comfort level, a trust with her almost immediately.” — Deb Lenart, President & CEO, EZIAZ

#### CHALLENGES EASY ANSWERS & ASSUMPTIONS

“ The cynics, skeptics and naysayers became active participants. A lot of consultants act like oracles of wisdom. But Vicky is a versatile, smart, and experienced professional who actually helps you identify and solve problems. And that’s rare.”

— Dan Schmidt, [ title], WTTW TW-11, Chicago

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To book Dr. Vicky Gordon for your next event, call  
the New Speakers Bureau at 1-800-555-5555

**Vicky Gordon** makes a difference — *on the spot* — that participants take with them and build on. Specific ideas and actions that are doable, make sense, and generate confident choices.

### Sample Programs

#### ○ **Inside Out: *Discovering the Leaders Within***

Change is the central, necessary, and unyielding constant in today's workplace. In this highly interactive, entertaining, and stirring session, Vicky challenges the audience to face, chase, and embrace change.

#### ○ **Creative Heresies: *Unconventional Wisdom for Innovative Groups***

"We don't need to develop great team leaders... Tap into conflict... Stop overusing your strengths." These tantalizing tidbits hint at the provocative fun Vicky invites while making serious points about the nature of change, communication, and business processes and their impact on innovation.

#### ○ **If Wishes Were Horses: *Creating Trust, Crafting Teams***

Effective teambuilding can't sacrifice heart and mind to expediency. Using the example of her groundbreaking Equestrian Teambuilding Experience, Dr. Vicky Gordon addresses fresh ways to inspire and galvanize teams by cultivating mutual support, feedback, confidence, and collaboration.

## **Dr. Vicky Gordon on...**

### **Creativity & Innovation: *Igniting a Passion for CHANGE***

- "Today's organizations need us to lead in patterns we haven't invented yet."

### **Communication: *Fueling the Engine of CHANGE***

- "I've found that successful leaders — at *all* levels — change the conventional picture of what it means to communicate effectively: from 'I sent the e-mail, I held the meeting' to 'We exchanged ideas and info, we got feedback, we understand what we need to do.' "

### **Leadership: *Becoming the CHANGE You Want to See***

- "Leaders make a difference, and enable others to make a difference. So try looking not up or out, but *around* — at your teammates and, more importantly, look within yourself and focus on the leader within you."

### **Teams: *Creating Strength Through CHANGE***

- "Creating optimistic work environments holds tremendous potential for building strong teams. While pessimists view failure as their own fault, optimists see defeat as a temporary setback, a challenge they can meet by trying again."

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Dr. Vicky Gordon's experience spans all business functions — marketing, sales, IT, senior executives, and more.

With input from your leadership and/or meeting planner, Vicky tailors her presentation to your specific audience and occasion, large or small, profit or non-, celebratory or motivational.

Available for...

- Keynotes • Meeting Openers & Closers
  - Interactive Panels
- Training Sessions ( ½ , 1, and 2 day)
  - Coaching (individual & team)

## PROFILE

Since founding The Gordon Group in 1986, Dr. Vicky Gordon has provided executive coaching and teambuilding support to hundreds of organizations and associations. Two decades of cross-industry consulting experience have honed her critical perspective and sharpened her sensitivities. A former university professor, Vicky believes that the best teaching imparts not answers, but how to learn.

Vicky Gordon shares this about herself and her work:

The career path that took me from my home on a tobacco farm outside of Zebulon, North Carolina, to consultant to corporations around the world has been as exciting as it has been challenging. It's also been painful, tough, frightening, fun, and rewarding.

I've worked with teams from all over the world in amazingly diverse fields. One of my most personally rewarding change efforts was working with the President (a Nigerian tribal chieftain and lawyer) and board members with a global nonprofit women's business organization, begun by Amelia Earhart. I helped the group develop a new mission and 10-year strategic plan to advance the status of working women worldwide, and saw it ratified by their global membership — now that takes teamwork!

I love my work, obviously! And I want my clients and audiences experience the fun of working together. I want to surprise them with something they haven't thought of — challenge them to think in a way they haven't considered before — remind them of something they already know but have forgotten because it's so simple and familiar.

Just because every problem is a nail doesn't mean you have to have only one hammer. I want to give people a tool belt that has many different tools for improving their business and serving their customers.

Vicky's first book — working title *How Can I Miss You if You Won't Go Away* — is to due appear in 2002.

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## CREDITS/AFFILIATIONS

Dr. Vicky Gordon holds a Ph.D. In Organizational Communication from the University of Texas at Austin. M.A., B.A. in Communication from University of North Carolina at Chapel Hill.

A member of the National Academy of Management, and the American Society for Training and Development, Vicky Gordon served on the faculty of Loyola University of Chicago and is an accomplished author of more than 30 articles.

Vicky is a member of the National Speakers Association. She is a popular keynote speaker and trainer at international, national and regional business and association conferences and symposiums.

### PARTIAL CLIENT LIST

- American Movie Channel Networks
- American Organization of Nurse Executives
- Ameritech
- Chicago Title Insurance Company
- CNA Insurance
- Dell Computer Corporation
- Dow AgroSciences
- Environmental Protection Agency
- Greater Austin (Texas) Quality Council Forum
- Harris Bank
- Holy Family Memorial Hospital
- Johnson Controls, Inc.
- Rosary College
- Sears, Roebuck, & Co.
- Social Security Administration
- Wireless-Online
- Wm. Wrigley Jr. Company
- WTTW Communications (Network Chicago)
- Zonta International

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"Vicky can synthesize the power and perspectives of a roomful of people, encouraging them to achieve results they never thought possible. She's a true motivator."

—Greg Brown, Chairman & CEO, Micromuse

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