

# Leading through Change and Crisis

## The challenges facing today's executives are unprecedented.

Crisis can bring out the best in leaders; they must rise to the challenge of a world turned upside down. Those who do succeed are those who embrace the challenges and lead with greater purpose.

The best leaders succeed when they communicate with clarity, manage with acumen, motivate by example and create opportunities for individuals and teams to achieve sustainable results. The very best leaders do this by leveraging their purpose with their sense of grace.

Leaders need to **demonstrate resilience** in the face of adversity, **provide clarity** in times of uncertainty, and **deliver hope** when fear abounds. And do it all with a **sense of grace** that reflects humility, empathy and respects for others.

John speaks to corporate, professional, and military audiences around the world—sharing stories and lessons that are **practical and inspirational**. In every engagement, attendees walk away with John's personal leadership model, as well as, take-aways to change business as usual.



*"I marvel at John's unequalled ability to teach good leaders how to become great leaders. His research, frameworks, and advice make him one of the top leadership gurus on the planet. If you ever have a chance to hear John speak, you will be a better leader—and a better person."*

—CHESTER ELTON, THE APOSTLE OF APPRECIATION

*"John, thanks for all you do in the field of leadership and the way you equip people to reach their full potential."*

—JONATHAN LOW, CUSTOMER SERVICE ADVISOR AND BEST-SELLING AUTHOR

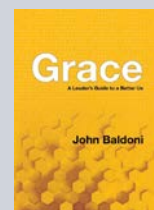
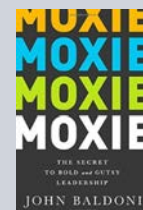
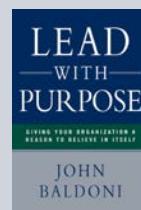
*"John tells deeply memorable stories. But more than that, he's developed the leadership tools and insights that managers need to be measurably-more effective, no matter what's going on in the marketplace. That's extremely valuable to every organization."*

—FORTUNE 100 EXECUTIVE

**John's Keynotes Include** *LEADING through CHANGE & CRISIS: Grace under Pressure*  
*LEAD WITH PURPOSE: Delivering Sustainable Results to Your Organization*  
*MOXIE: The Secret to Bold and Gutsy Leadership in Challenging Times.*

### Leading Titles by John Baldoni

John Baldoni is an internationally recognized author of more than dozen books that have been translated into ten languages, including Mandarin, Hungarian, Arabic, Indonesian, Japanese, Korean, Spanish and Vietnamese.



## John Baldoni

John Baldoni 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 shares down-to-earth practical advice that individuals can apply immediately. His presentations blend his passion for leadership with genuine enthusiasm for helping people achieve their leadership ambitions.

John is a certified master corporate executive coach who works with senior leaders in corporate, nonprofit, and university environments. He provides performance-based coaching that leverages positive behavior change, enabling individuals to lead more purposefully and with greater grace under pressure.

John is the author of 14 books, including *GRACE: A Leader's Guide to a Better Us*, *MOXIE: The Secret to Bold and Gutsy Leadership*, *Lead with Purpose*, *Lead Your Boss*, and *The Leader's Pocket Guide*. John's books have been translated into ten languages.

In 2021 the International Federation of Learning and Development named John a World-Class Mentor and named him to its Hall of Fame. In 2020 Global Gurus ranked John a Top 30 global leadership expert, a list he has been on since 2007. In 2018 Inc.com named John a Top 100 speaker and Trust Across America honored John with its Lifetime Achievement Award for Trust. In 2014 Inc.com listed John as a Top 50 leadership expert. John is also a member of Marshall Goldsmith 100 Coaches.

John has authored more than 800 leadership columns for a variety of online publications including *Forbes*, *Harvard Business Review* and *Inc.com*. John also produced and appears in a video coaching series for Smart Brief, a news channel with over 4 million readers. John is also the host of LinkedIn Live's *Grace under Pressure* interview series.

MARSHALL GOLDSMITH  
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## Partial Client List

