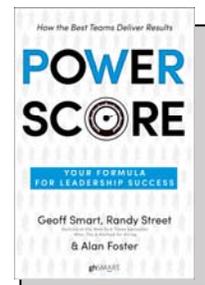
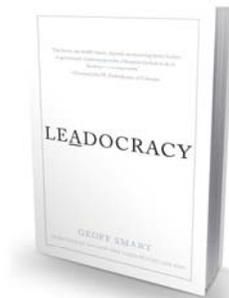
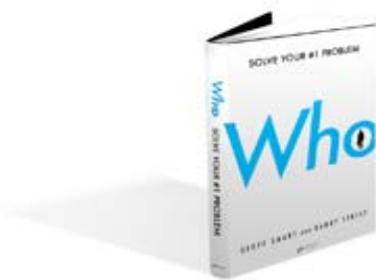




Dr. GEOFF SMART

“Geoff Smart is the world expert on hiring talented teams and running them at full power.” --Marshall Goldsmith
 “Hiring is the most important thing.” —*The Wall Street Journal*, Richard Branson, and Google Chairman Eric Schmidt
 “The single most important leadership skill—finding and picking the right people.” —Jim Collins



TOPICS

- Geoff Smart on **Hiring**. Based on his *New York Times* Bestseller *Who: The A Method for Hiring*
- Geoff Smart on **Government**. Based on his *New York Times* Bestseller *LEADOCRACY: Hiring More Great Leaders (Like You) into Government*
- Geoff Smart on **Leading Teams**. Based on his forthcoming book *Power Score: Your Formula for Leadership Success*
- Topgrading: Hiring, Coaching, and Keeping Top Talent

AUDIENCES

CEOs, managers, or investors who want to achieve more career success, earn more money, and amplify their positive impact as leaders.

BIO

Geoff Smart is considered the world expert on the topic of hiring leaders. His book, *Who*, is the #1 best-selling and most-acclaimed book on the topic. His consulting firm, ghSMART, has received praise in several books, articles, and in two Harvard Business School cases as a pioneer in the field. Geoff is the highest-paid, highest-rated speaker on this topic globally.

WATCH

- Video: <https://www.youtube.com/watch?v=aQ7AS2HcFFY>

KEYNOTES

Geoff Smart on Hiring

(Based on his *New York Times* Bestseller *Who: The A Method for Hiring*)

Geoff solves every manager's #1 problem: making hiring mistakes.

The stories and advice in Geoff's speeches draw from some of the most extensive research, interviews, and stories ever assembled on the topic of hiring talent.

1. What are the costs of making hiring mistakes?
2. Why are most people bad at hiring?
3. SCORECARD: How to create a blueprint of who to hire?
4. SOURCE: How to generate a flow of the best candidates?
5. SELECT: What to look for to pick the right one?
6. SELL: How to sell the ideal person on accepting a job at your company?

The session includes a significant amount of audience interaction including live demonstrations of the interview techniques, audience realtime Q&A, and simple "takeaway tools and templates" to help attendees maximize their company's financial performance and their own career success.

Geoff Smart on Government

(Based on his *New York Times* Bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*)

Geoff offers a solution to society's #1 problem (broken government), while giving business leaders an out-of-the-box idea to maximize their happiness in their next career. Audience members enjoy hearing behind-the-scenes stories from Geoff's time as leadership advisor to a governor, and get to participate in question-and-answer debates about provocative topics such as:

1. Why do great leaders avoid government?
2. How do the "3 As of Leading" help us identify, hire, and become better leaders?
3. How the adrenaline rush of "flow" can offer leaders from the private sector the adventure of a lifetime.

Business leaders are at risk of stagnating in their careers, leading to feelings of purposelessness, lack of meaning, and boredom. Governments need the skill-set that business leaders have. "Leadocracy," or government by society's greatest leaders, provides a win-win solution for leaders who want more meaning and fulfillment in their career, and for society that so desperately needs their talent in government.

Geoff Smart on Leading Teams

(Based on his forthcoming book *Power Score: Your Formula for Leadership Success*)

"Are we running at full power?" Only 10% of teams run at full power.

Based on the largest database of its kind, Geoff shares insights into the three things that matter most. Audience members calculate their team's power score, hear from successes and failures of others, and gain valuable insights into how to improve their team's results.

1. PRIORITIES: Do we have the right priorities?
2. WHO: Do we have the right people who are on the team?
3. RELATIONSHIPS: Do we have the right relationships?

FROM

Denver, Colorado (USA).

COST

- \$50,000 flat fee. **Client satisfaction is guaranteed or 100% of your fee is refunded.**
- Discounts for sessions with up to 15 leaders, hosted in Geoff's office in Denver, Colorado (USA).
- Client achieves an estimated 150,000% return on investment.
Assume an audience of 500 in which 1 in 10 managers avoids 1 hiring mistake of \$1.5m = \$75m benefit vs. \$50k cost = 150,000% return on investment.

ACCLAIM

Who: The A Method for Hiring

- *Who* has hit every major bestseller list in the U.S., including the *New York Times* Bestseller list, *The Wall Street Journal* Bestseller list, *BusinessWeek* Bestseller list, and *USAToday* Bestseller list.
- Soundview Executive Book Summaries gave *Who* the "**Best 30 Business Books Award.**"
- *Shanghai Daily* named *Who* a "**Top 5 Business Book in China for 2009.**"
- Canada's *Globe and Mail* named *Who* the "**#1 Best Business and Management Book of 2009.**"
- In 2011, *The Wall Street Journal* named *Who* a top 7 "**Best Advice**" book for leaders.
- "I have been coming to these Inc. 500 keynote presentations for years. Your presentation was **one of the best I've ever seen.**" --Michael Hopkins, Editor at Large, Inc. Magazine.
- "Your training session was as valuable and enjoyable as **any workshop I have ever attended.**" --John Howard, CEO, Irving Place Capital.
- "ghSMART has helped **make talent a competitive advantage at Heinz.**" --William Johnson, Chairman, President, and CEO, H.J. Heinz Corporation.
- "... **amazing** job distilling the best advice from some of the world's most successful business leaders." --Wayne Huizenga, Chairman, Huizenga Holdings, Inc., previously Founder & CEO of Waste Management, Blockbuster Video, and AutoNation.
- "The Wall Street Journal favorably reviews *Who* by Geoff Smart and Randy Street. **I'm hooked. THIS IS A BIG BIG BIG DAMN DEAL.**" --Tom Peters, author of *In Search of Excellence*.
- "**You hit it out of the park.** Great delivery, solid content, compelling message." --Jimmy Calano, Founder and retired CEO, CareerTrack and conference chair, Young Presidents' Organization.
- Geoff was **remarkable** yesterday at our Key Staff Day event. Additionally, he was **insanely easy to work with** and just a really super guy that delivered **major take-away value** to our audience." --CEO Conference Organizer Craig Williams.
- ghSMART is the **crack management assessment** firm we hire to guide our interviews with top-level professionals. Today, thankfully, our turnover is very low." -- Peter G. Peterson, excerpted from his memoir, *The Education of an American Dreamer*, Co-founder and Chairman Emeritus, The Blackstone Group, former U.S. Commerce Secretary, and former CEO, Bell & Howell.
- "Giving me the *Who* book was **possibly the single most impactful thing anyone has ever done for the company.**" --Client Note to Management Consultant Julie Johnson.
- "*Who* is in the top 10 books I've ever read. It is a fantastic book. It is well written, has good relevant examples, and, of course, the concepts are incredible." --Investor Graham Weaver.
- "When I saw the **long book signing line**, I knew you'd made an impact. We had to order more books to mail to people that didn't get one. That's rock star stuff!" --Investor Conference Organizer Beau Hurst.
- "Once again, your session was **a resounding success.**" --Leslie Baum, MIT/EO Conference Organizer.
- "Yes, you were that good. **You made the event.**" --Investment Event Organizer Dan Goldman.

- **“Fantastic.** All the concepts and principles were dead on, and have helped me in my companies.” --Investor Brandon Hunt.
- **“Wow! Who is *one of the best books I’ve ever read.*”** -- Entrepreneur Dean Dzurilla.
- **“I had set very high expectations for the event. From everyone I have spoken with, I have heard that those expectations have been *exceeded!*”** --CEO Frank Riordan.
- **“The feedback from the clients and folks has been *top notch*; you left them with *excellent takeaway value!!! GREAT JOB!!*”** --CEO Dan Hemphill.
- **“You *rocked* the house.”** --CEO Mike Maddock.
- **“We have incorporated ghSMART’s *A Method* as a *core element* of our leadership development curriculum and talent management process. The marked improvement in key business results speaks for itself.”** --John Zillmer, Chairman & CEO, Allied Waste Industries, Inc.
- **“No investment is more important than building our teams, and *ghSMART helps us do it right.*”** -- Ken Griffin, CEO, Citadel Investment Group
- **“ghSMART gets it! ghSMART has a *proven approach* for finding those A Players.”** --Matt Levin, Managing Director, Bain Capital, and board member of Toys ‘R’ Us.
- **“We asked ghSMART to train our CEOs on the *A Method for Hiring*. For those who follow it, this method will *turn their #1 problem into their greatest strength.*”** --Mark Stone, Senior Managing Director, The Gores Group.
- **“ghSMART’s *A Method For Hiring* is one of the key processes we use religiously to build a valuable company.”** -- Michael J. Ahearn, retired CEO, First Solar, LLC
- **“*WOW – these are the best scores I have seen for an event!*”** -- Dallas Conference Organizer Adrienne Cornelsen.

Leadocracy: Hiring More Great Leaders (Like You) into Government

CEOs and Entrepreneurs

- **“Leadocracy is a *refreshingly simple solution* to the problem of government dysfunction.”**
—H. Wayne Huizenga, Chairman, Huizenga Holdings and former Founder and **CEO of three Fortune 500 companies**
- **“As someone who has seen up close hundreds of companies succeed or fail, I can tell you that the quality of the leader is *the number one driver of success*. *Leadocracy* shows how to get more great leaders into government, which we sorely need.”**
—Steve Schwarzman, Chairman, CEO, and Cofounder, The Blackstone Group
- **“If we can systematically find ways to attract our best leaders to government, as *Leadocracy* describes, the *quality of life of our society will improve.*”**
—John Malone, Ph.D., Chairman, Liberty Media Corporation

Government Leaders and Social Entrepreneurs

- **“Our future, the world’s future, depends on attracting better leaders to government. *Leadocracy* provides a blueprint for how to do it. Reading it is *an inspiration.*”**
—**Governor** John W. Hickenlooper of Colorado
- **“Leadocracy documents what we in Indiana have learned firsthand: With leadership from citizens possessing the right mix of experience and vision, good government is not a lost cause.”**
—**Governor** Mitch Daniels of Indiana
- **“Geoff Smart makes clear the compelling need for top talent to choose public service. *Leadocracy* demonstrates the difference strong leadership makes in the public and private sectors.”**
—**Governor** Jack Markell of Delaware
- **“Education reform and government reform are inter-related. I believe that leadership is the answer to both. I applaud Geoff Smart’s initiative and willingness to bring his hiring methods into the public sector with *Leadocracy.*”**

—**Wendy Kopp, Founder, Teach For America**

- “We have used Geoff Smart’s methods for hiring here at **KIPP with great results**. We would love to see them applied to how government leaders are selected, the way he outlines in *Who* and *Leadocracy*.”
—Mike Feinberg and David Levin, Cofounders, KIPP (Knowledge is Power Program, the largest charter school operator in the United States)

Leading Scholars and Bestseller Authors

- “Part diagnosis, part call-to-arms, Geoff Smart’s *Leadocracy* injects a thought-provoking new voice into the dialogue about how to improve our government. It will hopefully spark better leaders to seek key positions at all levels of government.”
—Professor Noam Wasserman, **Harvard Business School**, author of *The Founder’s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*
- “Geoff Smart is **the world expert on the topic of hiring leaders**. What he suggests we do in *Leadocracy* to get more great leaders into government is wise counsel.”
—Marshall Goldsmith, *New York Times* bestselling author or editor of 31 books, including *What Got You Here Won’t Get You There*
- “Geoff Smart is one of the nation’s top thinkers on how to hire great people. And he has put his finger on our fundamental failure as voters—we don’t hire great people into government. *Leadocracy* shows how that can change.”
—**Atul Gawande, MD**, surgeon and bestselling author of *The Checklist Manifesto*
- “**Geoff is an absolute wonder to work with**, and even more so to experience! His brilliantly simple approach to the seemingly complex issues of leadership is second to none.”
—Leslie Baum, Head of Global Learning, Entrepreneurs’ Organization, and Director of EO’s Entrepreneurial Masters Program hosted at **MIT**

BIOGRAPHY

Geoff Smart

Geoff's mission is to help leaders hire and develop talented teams that deliver results.

Geoff is Chairman & Founder of ghSMART, a leadership consulting firm whose Credo begins, "We exist to help leaders amplify their positive impact on the world." The firm was named one of the "world's top firms" in Broderick's *The Art of Managing Professional Services*, and was profiled in Atul Gawande's *The Checklist Manifesto*, Tom Peters' *The Little Big Things*, and George Anders' *The Rare Find*. ghSMART is the subject of two Harvard Business School Cases, titled "ghSMART & Co.: Pioneering in Professional Services."

Geoff is co-author, with his colleague Randy Street, of the *New York Times* bestselling book *Who: The A Method for Hiring*. *Shanghai Daily* named *Who* a "Top 5 Business Book in China" and Canada's *Globe and Mail* named it the "#1 Best Business and Management Book of 2009." Geoff is author of the #1 *Wall Street Journal* bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*, which won the 2013 IPPY Gold Medal for Best Business Book of the Year. In the 1990s, Geoff co-created the Topgrading brand for talent management.

As a social entrepreneur, Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ provides a customized program of 10 years of leadership tutoring and a \$100,000 scholarship to top students with leadership potential from low-income communities. Second, The Leaders Initiative™ seeks to elevate humanity by identifying, developing, and deploying society's greatest leaders into government. Geoff and his ghSMART colleagues volunteer as leadership advisors in the fields of education, public health, and government. Geoff has also served as Leadership Advisor and Chief Talent Officer for the State of Colorado, a 33,000-employee, \$24b organization.

Geoff earned a B.A. in Economics with Honors from Northwestern University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University, where he was mentored by Peter F. Drucker. Geoff was elected to Sigma Xi, the honorary society for holders of doctoral degrees, and is a member of Young Presidents' Organization (YPO).

SCHEDULE

To schedule a keynote speech by Geoff Smart, please email his Executive Assistant Jessica Butts. Thank you.

Ms. Jessica Butts
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