

Ray Jefferson

Business and Management Coach

From Tragedy to Triumph – Moving from Catastrophe to Creation. This presentation is for individuals, teams, and organizations that are struggling through tough times or setbacks. This talk is designed to help you overcome adversity. Ray shares his personal journey of peaks and valleys, explaining that “pain has a purpose,” and teaching ways to find the strength to get unstuck and move forward until you can achieve your destiny. He shows you how to survive and then thrive through a crisis experience and benefit from post-traumatic growth in order to emerge as a truly great transformational leader, and how to help others to do the same.

From Evolutionary to Revolutionary Leader: The Heart and Science of Transforming Organizations. Sooner or later, a company will need to transform itself in response to market shifts, competition, groundbreaking technologies, and disruptive start-ups to remain competitive in the marketplace. How executives lead their companies in an increasingly volatile world will determine if they thrive, just survive or succumb to their challenges. When organizations need to embark on revolutionary change instead of evolutionary change, transformational leadership is required. This is not the kind of leadership that maintains the status quo. This requires a dynamic form of leadership – combining a systematic approach with an inspiring vision to change the culture, mobilizing team members’ hearts, minds, and talents towards unleashing and achieving their personal potential and the potential of their organization. Ray provides insights into what is required to help motivate direct reports, promote collaboration across organizational boundaries, develop emerging leaders and embrace change through a participative approach.

Developing Inspirational, Global Leaders of the Future Who Can Innovate and Impact. Has your company failed to reap returns on emerging market opportunities or suffered from low growth in developing markets because of insufficient quality leaders to manage global operations? You are not alone. Global Leadership is the ability to envision, mobilize others, and execute across cultures and geographies to achieve desired results. Many global organizations have found themselves underperforming in emerging markets or have problems identifying leadership talent, which has resulted in an inability to respond to market changes, and low return on investment in emerging markets. Ray Jefferson talks about what constitutes a global leader, best practices for how to find and develop them, and how to maintain their engagement for the long-term.

Overcoming Leadership Burnout: Surviving and Thriving as a Transformational Global Leader. Leadership is a rewarding endeavor. At the same time, the stress of continually dealing with issues and challenges combined with the long days, extended travel, and over-exertion – exacerbated when having to deal with dysfunctional relationships – can make even the most experienced leader susceptible to burnout. Ray unveils the signs of leadership burnout, explains preventative measures you can take, and teaches ways to revitalize and rejuvenate. He inspires leaders to heal and regain control of their lives – especially when they are close to, or beyond, the edge.