

## Jackie Freiberg

International Best-selling Author, Speaker, Culture Coach

### **Bochy Ball! The Chemistry of Winning and Losing in Baseball, Business, and Life.**

Business leaders can draw from the insights and apply the wisdom that turned the failing San Francisco Giant's franchise into a \$2B force, with 3 World Championship titles in 5 years.

You do NOT have to be a baseball fan or sports addict to learn from Bochy Ball. You do have to be a person who wants to borrow from what great leadership looks like in the best and worst of times! How does that translate to today's business leaders?

The Giant's success is based upon **clubhouse culture, team chemistry, and a championship mindset**, all things every business can gain from. Top CEO's understand that an intentional approach to company culture and a willingness to nurture a "champion's mindset" in each of their employees is vital to their organization's success. Whether you want to...

- **Reinforce a Major Initiative**
- **Stretch People's Thinking**
- **Build More Team Chemistry**
- **Establish a Business Case for Change**
- **Coach People to Perform at their Very Best, or**
- **Inspire a Higher Level of Leadership**

You will get a highly customized keynote, that wraps countless lessons from Bochy Ball around your team's performance goals and your meeting objectives.

### **Leadership: Drives Engagement and Culture**

**Audience Takeaways.** Timeless leadership strategies for turning an average culture, average performance and average results into exceptional. Leaders will be challenged to see themselves as stewards of engagement, culture and people's potential. How?

**MODEL** If you want to improve the organization, first improve yourself, then through your example draw the best out of others.

**SERVE** Show up to who and what matters.

**ENABLE** everyone... Pave the way for ownership and input, ask, listen, mentor and redirect when needed.

### **Innovation: It's Everyone's Job**

**Audience Takeaways.** Proven strategies for creating a culture where teams of intrapreneurs dare to try. Jackie demystifies innovation and shows people at all levels how to own and accelerate innovation.

**NOTICE** and look beyond the blur of work-as-usual to discover the opportunities before you.

**LEAD** others to question the unquestionable, get comfortable being uncomfortable, and challenge limitations.

**DISRUPT** the status quo, collaborate to find new and innovative solutions, change the things that don't seem right.

### **Change: Do Something Now**

**Audience Takeaways.** Change is a constant, and leading and owning change is a requirement for ongoing success. This presentation offers strategies for driving, owning, and being the change you want to see in your organization or industry. Jackie challenges everyone to stop moaning and start doing.

**See it!** Notice what is holding you back, routine, white noise, frivolous distractions.

**Enable it!** Ideal solutions and what if ideas to life.

**Do it!** Be the change, reach across functional boundaries, collaborate and engage others to drive positive change.

**Grow ROI:** Through Purpose and Profit

**Audience Takeaways.** Forward thinking insights and strategies for what it takes to attract and keep great talent and earn loyal customers. In this Keynote, Jackie shares trends and data that prove the future belongs to businesses that are profitable AND improving society (businesses that are mission and cause driven).

**Don't Pitch,** Enrich A formula for attracting and gaining loyal employees and customers advocates for life.

**People will work for a CAUSE** A corporate WHY might be your silver bullet.

Customers will buy for a CAUSE Social impact and giving back... priceless!

**Lead ToGetHer:** Global Trends on Women, Work, Wealth and Wall Street

**Audience Takeaways.** If you hire HER, work with HER, market to HER, and want to own HER purchasing power, this keynote offers surprising and insightful strategies on what it takes to earn HER time, talent, attention, loyalty and wealth. Ignore HER and your business is doomed. SHE is a \$20 trillion economy, it's time to get to know HER.

**Who is SHE?**

**Where will SHE work?**

**Where does SHE buy?**

**Why does SHE buy?**

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