

David Pottruck

Repeat Best-Selling Author and Former CEO of Charles Schwab

How to Lead Breakthrough Change. What does it take to operationalize big ideas and lead breakthrough change at your organization? When the risks are high, how do you get great employees to contribute to your success and drive ideas forward? David Pottruck, the former CEO of Charles Schwab, shares stories and offers a nine-step plan for leaders looking to inspire meaningful, lasting change at their organizations. With expertise that spans finance, transportation, retail, and technology, and material from his award-winning programs at Wharton, he shows audiences how to turn change into opportunities that create competitive advantage. From why change is so hard (and how to overcome that resistance) to inspiring, rather than motivating those at your organization (and why that difference is important), Pottruck shares stories, case studies from the world's top executives and brands that demonstrate how to approach and successfully implement breakthrough change. Authentic and engaging, he offers what he learned from both his successes and failures and encourages Q&A and audience interaction so that he can become a part of the change process and help organizations succeed.

Leadership Development: How to Empower Leaders and Evaluate Yourself. In today's increasingly transparent work world, it's more important than ever to honestly and effectively evaluate yourself and those you work with and lead. Pottruck, the former CEO of Charles Schwab, knows this lesson better than anyone. Having spent the past decade since his departure from Charles Schwab reflecting on his storied career, publishing best-selling books, and teaching at the Wharton School of Business, this talk from David Pottruck focuses not only on how to lead but *how to empower others* to make the jump from loyal employee to revered leader in their own right. A fantastic choice for leadership workshops or company retreats, Pottruck's brutally honest and anecdotally-filled talk looks at the disconnect that can exist between the executive leadership team and those they lead, the benchmarks by which leaders should evaluate themselves, the constant need for reinvention amid global change, and how to uncover the motivating factors that unlock employee potential. Digging deep to get at the roadblocks preventing advancement and empowerment, Pottruck is a top choice for leaders who aren't afraid to face their strengths—and weaknesses—head on.

The War for Talent. Through his decades-long career working next to Charles Schwab—and his work to rebrand tech titan Intel, where he currently sits on the board—David Pottruck came to a stark realization: There is no substitute for strong talent within a growing and changing organization. According to Pottruck, hard work is not enough and, in order to succeed, companies need to engage whole-heartedly in today's war for talent, recruiting inspirational leaders that other employees will willingly follow and establishing a clear and passionate corporate ethos that will motivate new hires to jump on board. Through reflections on his time at Charles Schwab, leading a team of 15,000 and challenging himself to be the type of talent he sought out in those around him, Pottruck shares lessons that high-level executives and new employees alike can use to both recruit and become rising stars. Honing in on characteristics that make for great leaders including authenticity, a perception of momentum, and a sense of working towards something bigger than themselves, Pottruck lays out what it takes to succeed on both ends of the hiring process.