

## Ginny Clarke

Former Director, Executive Recruiting at Google and Holistic Leadership Strategist

**You Don't Have a Diversity Problem, You Have A Leadership Problem.** Ginny brings her unique perspective on leadership having recently led diversity, internal mobility, and non-tech recruiting for Google's executive recruiting function, as well as having co-founded the Diversity Practice for global search firm, Spencer Stuart. She has been in corporate boardrooms and C-suites assessing and advising leaders for nearly 25 years and has a deep understanding of how to fairly assess all talent, as well as how to build that capability in your organization. She takes the provocative view that leaders can be the ailment or the remedy for Corporate America's "Diversity Problem." She suggests that some leaders are out there trying to fix it in ways that amount to "Organizational Malpractice," which can leave the organization weaker than when the treatment started. In this "no-holds-barred" talk, she offers solutions to root causes that have led to a lack of diversity in our organizations.

**The Future of Work Begins with Conscious Leadership Today.** Whisperings about the future of work have developed into full-fledged conversations. Still, we haven't yet arrived at a consensus on what exactly the future of work entails and how leaders can position their organizations and their people for success during such a transformative period in the workplace and beyond. Bringing a holistic perspective from inside some of the world's leading organizations, Ginny shares her sought-after insights and wisdom on the ways conscious, effective leaders can get the best out of their people and, in turn, create high-performing teams for the future.

In this talk, she outlines the importance of beginning with organizational health when guiding your workforce into the future — paying special attention to how to assess, attract, and hire the best talent, and establish a culture rooted in accountability, trust, integrity, and inclusion. Ginny goes beyond ideas and, instead, offers leaders practical tactics and processes for optimizing talent, resources, productivity, and profitability to create a disruption proof workplace that is equipped for the long run.

**Identifying "Best Talent" in the New Age of Work.** Our organizations and their leaders are in a state of transition and transformation whether they want to admit it or not. People, not technology, will determine how these changes unfold. Companies with the "best talent" will have a competitive advantage, but how can leaders spot "best talent" and assess it properly? Through her expertise as an executive recruiter and builder of talent processes at Google and two global search firms, Ginny pulls the curtain back on what "best talent" looks like, not just when hiring, but throughout the employee lifecycle. She explains the "pedigree myth" and shares how to make better decisions based on the ever-changing needs of the organization and in the global workforce.

**Defining Culture Through Leadership.** Through her extensive work with leadership assessment and hiring, Ginny has experienced and witnessed the impact — both positive and negative — that leaders' behaviors can have on an organization's culture. Concluding that organizational culture is largely an amalgam of the behaviors of senior leaders, she shines a light on some critical leadership responsibilities such as managing conflict, decision making, and dealing with ambiguity. When handled poorly these functions have unintended consequences, such as diminished leadership credibility, low employee morale, weakened financial performance, and a toxic workplace and culture. In this talk, she offers personal stories and case studies for getting a successful start and remediating troubled situations.

**Seeing in the Dark: Extracting Leadership Lessons from Painful Times.** Within a two-year span, Ginny Clarke's life caved in around her. In this talk, she reveals the three most painful situations she experienced while becoming an accomplished executive at some of the country's most prestigious corporations. Importantly, she shares the powerful lessons she learned from each, including how she was able to "see in the dark" and step into her greatness. This inspiring talk acknowledges that we all face challenges, but the most successful leaders learn from adversity with humility, courage, and resilience.

**Beyond Authenticity: Holistic Leadership.** In this engaging keynote, Ginny details a holistic approach to true leadership that transcends "being authentic." She starts with three of the five dimensions of leadership that she developed after standing up Google's Internal Mobility Program for senior leaders, and as a beloved leader herself. While authentic leadership is a good foundation, Ginny takes us beyond this popular reference by showing how to access deeper levels of awareness, communication, and skill mastery to help even the strongest leaders continue to develop and adapt to the ever-evolving demands of the workplace.

**Claiming Your Success: Leading from Where You Are.** Operating inside of and with highly competitive and complex organizations, Ginny had to develop her own principles to be and remain a strong and effective leader, while maintaining her physical, mental, and emotional health. She shares her mindset of “Free Agency” — the idea that you own your career, her commitment to personal mastery, and her approach to getting what she needed from her employers — all in the name of moving the organization forward and being a healthy, happy, and successful leader — on her terms.

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