Ann Dunwoody

First Female Four-Star General, Retired Commander of U.S. Army Materiel Command, and Author of A Higher Standard

A Higher Standard. What makes a leader effective? Believing that true leaders never stop learning, refining, growing, and adapting, General Ann Dunwoody details her evolution as a soldier and reveals the core principles behind her success at her historic appointment as the nation's first female four-star general leading the military's largest command. She helps audiences inspire peak performance by tapping into their employees' passion, communicating their vision clearly, and creating buy-in that drives results. Offering insights like "Never Walk by a Mistake," "Leaders Aren't Invincible—Don't Try to Be," and "Leverage the Power of Diversity," Dunwoody gives audiences practical, tactical advice that they can use to lead and achieve with maximum success – no matter the size or scope of their organization.

Leading Change. As the first female four-star general, Ann Dunwoody knows a thing or two about leadership and leading change in an organization. She was first commissioned as a part of the Women's Army Corps (WAC) but then had to manage the integration of women into the army as WAC was dismantled. She also successfully redesigned and realigned her supply management division to keep the unit from being absorbed. In this presentation, Dunwoody outlines her strategies for successfully leading change, which stem from the belief that you cannot direct change, you have to inspire it by communicating your vision, getting key players to participate, and achieving buy-in from those involved. While most people are averse to change (especially in the military!), General Dunwoody lived by retired four-star General Eric Shinseki's quote: "If you don't like change, you're going to like irrelevance even less," and she gives her audience practical advice for achieving the same great feats that she did.

Visioning. Ann Dunwoody outlines how to create a successful vision for an organization that generates buy-in and inspires the action necessary for success. She shares that the key is getting all goals and plans on a single sheet of paper so that people can easily understand how their actions contribute to the overall mission. Leaders must then bring all of the affected parties together to ensure that everyone (and everyone's division or department) is included in the vision. The helps each individual person feels ownership of the success or failure of the vision. In this presentation, she offers her approach to visioning and gives her audience practical takeaways for making it happen at their own organizations.

Logistics. General Ann Dunwoody spent her entire military career managing logistics, and she shares her tips of the trade in this rare chance to pick the brain of the woman who successfully managed the largest deployment and redeployment of U.S. forces since WWII. Citing the 70% of procurement costs are in the logistics, she tackles the complexities of making sure that our country's

troops are ready and well-supplied in the field, as she commanded 69,000 employees with a presence in all 50 states and 145 countries.