



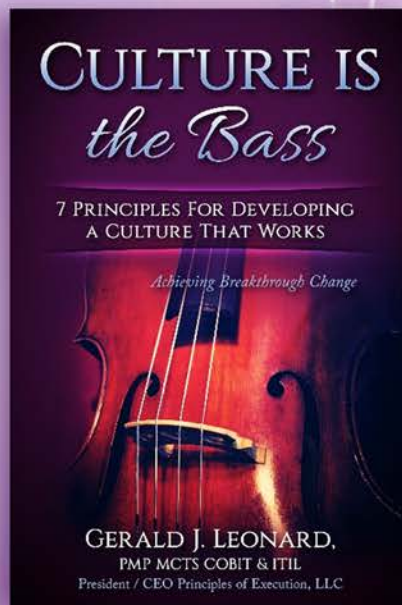
Make your Organizational Culture a Musical Masterpiece **7 Principles for Developing a Culture that Works**

- * Statistics show that engaged organizations grow profits three times faster than their competitors
- * Only 25% of companies have an active engagement strategy in place
- * 56% of HR managers worry that their top talent will leave for another job

*Have you ever experienced pockets of people resisting a new process or system preventing the organization from achieving the desired results? I help organization's develop a **culture that actively engages**, resulting in a workforce focused on buying into the vision and desired outcomes and achieving breakthrough change*

Creating a culture that works is a multi-step process. The seven principles model provides an insightful and unique way of combining the author's experience and expertise as a professional musician and certified Portfolio Management Professional (PMP & PfMP) to help organizations overcome culture drift.

Gerald is the President & CEO of Principles of Execution, a Strategic Project Portfolio Management and Culture Change consulting practice based in the Metro Washington, DC area. He's an author, speaker, consultant and trusted advisor to CIOs and PMO executives.



Gerald is available to speak to; Corporations, Corporate HR, Government Agencies, Professional Trade Associations, Educational Organizations, Universities, Non-Profit, etc.

Endorsements

I recruited Gerald to discuss "The Value of Portfolio Management" with a largely government IT audience. His preparation and speaking skills were "top notch" and very well-received by attendees.

Gerald has the unique ability to take a subject such as Portfolio Management and simplify it and make it understandable to a diverse group of professionals in various job fields.

Keith Rosenbaum (PMI) - Business Development Analyst at Project Management Institute

In his presentation, he demonstrated a deep knowledge of portfolio management and responded with confidence to attendee questions. From my perspective as the event planner, coordinating with Gerald was exceptionally easy. Gerald was very professional and communicated clearly and frequently throughout the entire process.

Lance Holland, PMP (PMI) Lead Associate at Booz Allen Hamilton

I've had the privilege of hearing Gerald Leonard speak half a dozen times, and his ideas are insightful, actionable, and energizing. I think the analogy with music works very well in this new book, and it adds a new perspective to looking at PPM."

Mitzi Perdue - Author of TOUGH MAN, TENDER CHICKEN, Business and Life Lessons from Frank Perdue

Speech Topics for Keynotes and Workshops Include;

Culture Is the BASS- 7 Principles to Developing A Culture That Works

What Effective Strategic Leaders Do That Poor Strategic Leaders Do Not

The Power of Outcome Thinking; Living with Culture Confusion and How To Fix It.

Discover Your Culture; Improving Organizational Productivity

