

# GERALD LEONARD

*Delivering Powerful Strategies for  
HR Directors, Operations and PMO  
Executives & Their Workforces*



## **Leading Authority in Workplace Productivity**

*for IT project teams, government entities, and  
multi-national workforces*



## **Conversational Intelligence Coach & Speaker**



Conversational  
**INTELLIGENCE**<sup>®</sup> | Enhanced Skills  
for Coaches | Practitioner

# Meet Gerald Leonard

*Recognized expert in IT project management, Conversational Intelligence (C-IQ) coach, and frequent media guest expert*

**A workforce focused on results.** That's what managers experience when they apply proven project-management strategies and employee engagement methods that not only increase productivity, but also support innovation—even among newly formed teams and merged organizations. As Gerald Leonard reveals to audiences worldwide, charting this productive new course delivers big payoffs to those companies willing to refocus their efforts.

Mr. Leonard is a PMP, PfMP, and a C-IQ Coach who delivers real-world strategies that he's used with clients in industries as diverse as fintech companies, technology companies, multinational corporations, and Federal and state governments. His consulting firm, Principles of Execution LLC dba Turnberry Premiere, is a Certified MBE\*, as well as a Strategic Project Portfolio Management, IT, and Culture Change consultancy with over 25 years of client work.

He holds MCSE, MCTS, CQIA, COBIT Foundation, and ITIL foundation certifications focused on increasing productivity in the workplace for complex companies. And he has earned certifications in Project Management and Business Intelligence from the University of California, Berkeley; Theory of Constraints Portfolio Management Technical Expert from the Goldratt Institute; Hoshin Kanri Strategic Planning, Executive Leadership Certification from Cornell University; The Wharton School: Entrepreneurship Acceleration Program; and a Deep Learning Specialization Certification.

Additionally, Mr. Leonard brings a vast background in symphonic music and the principles of managing creative workforces to his repertoire. He holds a Bachelor's degree in music from Central State University in Ohio, and he earned a Master's in Music for classical bass from the Cincinnati Conservatory of Music. Prior to corporate consulting, he worked as a professional bassist in New York City—studying with the late David Walters, a distinguished professor of double bass at both The Juilliard School and The Manhattan School of Music. In his keynote presentations, Workplace Jazz and A Symphony of Choices, Mr. Leonard frequently includes musical elements to inspire audiences to contribute to goals, meet critical drivers, and take ownership of outcomes.

Mr. Leonard makes his home in Spanish Fort, Alabama, U.S.A

*\*Certified Minority Business Enterprise, dba Turnberry Premiere. Non-industry specific.*



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. I look forward to working with Gerald in the future on other PMI alliance endeavors.

**KEITH ROSENBAUM**  
Project Management Institute

## LET'S CHAT

**Instagram:**  
[@geraldjleonard](#)

**Facebook:**  
[Gerald Leonard, Pmp](#)

**LinkedIn:**  
[Gerald Leonard, PMP](#)

**Websites:**  
[geraldjleonard.com](#)  
[turnberrypremier.com](#)  
[productivityintelligenceinstitute.com](#)

What *Meeting  
Planners &  
Audiences* Say  
About  
**GERALD  
LEONARD**



“I recently had the opportunity to attend Gerald’s session on the **7 Principles For Developing A Culture That Works** during MPI Potomac’s MACE event (Mid-Atlantic Conference & Expo). We are an industry of Meeting, Conference & Event Professionals, who are Planners and Suppliers. I was impressed by his understanding of the hospitality industry, as well as ability to tailor his story. Gerald is an Author, CEO, Portfolio and Project Management guru, and very importantly, a Bass player. He brings all these traits and skills into his presentation. From Vision to Sharing Stories to Execution and Accomplishing Goals, Gerald showed us the principles necessary to reevaluate our businesses, and enhance and/or build a better culture.”

**SHELLI VASSER, CMP**

Meeting Professionals International (Potomac)  
Co-Chairman, Certification

“Gerald Leonard spoke for the PMI Washington DC chapter’s PM Tools event in September 2014. According to the attendee surveys, Gerald’s presentation was very well received. These surveys contained a number of very complimentary comments regarding Gerald’s presentation style and delivery. 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**

ICS Nett, Inc.  
Enterprise Project Manager

“

Mentoring and coaching is the HOV Lane for your **LIFE** and **CAREER!**”

– Gerald Leonard

”

“Mr. Leonard provides us a pathway to live a productive life: identify and focus on a vision—allow family members or peers to create, help shape, and buy into it—by providing a fertile environment that will reap benefits through preparation, motivation, recognition, listening and, if necessary, shift gears or change direction. Mr. Leonard reminds us we have an artist within and we can also be effective leaders in our personal and our business lives.”

#### VINCENT ELORZA

AIC Hotel Group  
Director of Sales, National  
Accounts/Mid Atlantic

“Gerald Leonard is a genius at public speaking. I’ve had the privilege of hearing him half a dozen times, and **each time I walk away feeling that I’ve been given useful, actionable ideas that will improve my life.** In addition, he has a unique way of drawing you in, using music to help underpin his message.”

#### MITZI PERDUE

Author of *TOUGH MAN, TENDER CHICKEN: Business and Life Lessons from Frank Perdue*

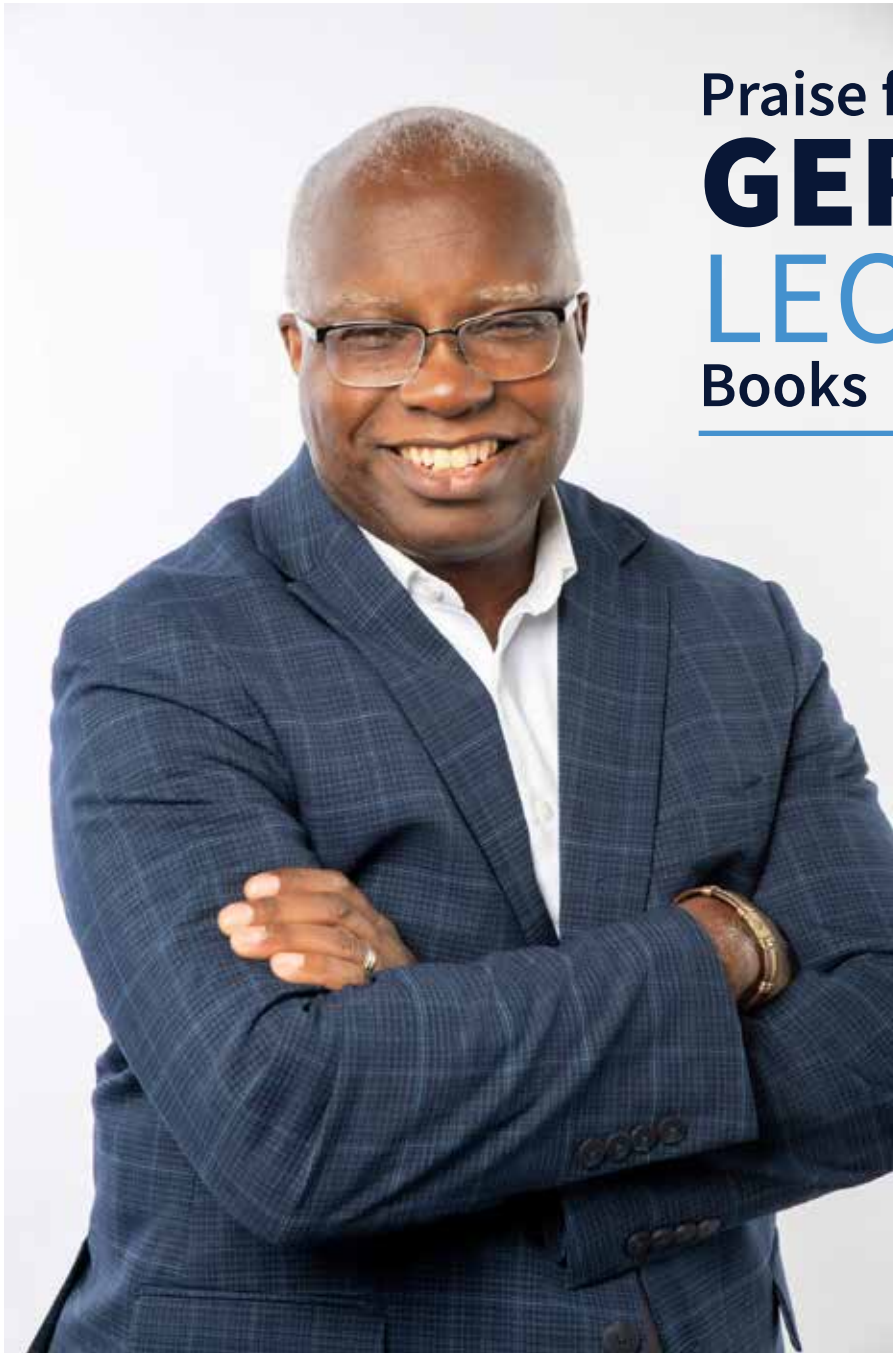


“I first met Gerald in 2013 at the International Legal Technology Association Conference and found his presentation on the **Accidental Portfolio Manager** to be both intriguing and thought-provoking. Given his extensive work experience in project, program, and portfolio management, I knew he would be an asset as a PMI volunteer within its legal project management community as well as a speaker at our alliance engagement at FOSE 2014.

Specifically, 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. I look forward to working with Gerald in the future on other PMI alliance endeavors.”

#### KEITH ROSENBAUM

Project Management Institute  
Alliance Programs Administrator



# Praise for **GERALD LEONARD'S** Books

“In his book, **Workplace Jazz**, Gerald Leonard provides fresh new insights and practical tools that will allow leaders to adapt their organizations and to develop agile transformation project teams to excel in the new world of constant change.”

**ANTONIO NIETO-RODRIGUEZ**

Past PMI Chair, author of *Harvard Business Review Project Management Handbook*, and a **Marshall Goldsmith 100** coach

“If you had to choose one book on managing projects and portfolios in the New Digital World, *A Symphony of Choices* by Gerald Leonard is IT. He is real, and he knows that our personal and work buckets often combine, and he provides many tips on how to prioritize and execute your plans effectively. **You will learn how to be more proactive and less reactive.** Gerald will coach you on how to start using the windshield more to focus forward and anticipate what is coming around the bend. For a project management book, it is a real page-turner.”

**JOE ROSE**

Chairman, Turnberry Solutions

“Creating a high-performing team is key to any business, game, or sport. **Workplace Jazz** makes it plain and clear how we can adapt the concepts, principles, and practices of great jazz musicians to build world-class high-performing teams in our organizations. I’m immensely glad that Gerald has published his unique and fresh insights towards the much-studied field of building high-performing agile teams.”

**YU-KAI CHOU**

International Keynote Speaker  
on Gamification & Behavioral Design

# BOOK TESTIMONIALS

“Gerald Leonard’s brilliance is that **rare combination of hyper creativity, shown in both his writing and virtuoso musicianship, and high organizational, business, process and project management skills.** This book is a beautiful parable containing insights, strategies and processes for project management directed at the achievement of big goals! I highly recommend ***A Symphony of Choices!***”

**MIKE RAYBURN, CSP, CPAE**

Speaker Hall of Fame, Ted Talks  
and a multi award-winning artist

“I put myself through college playing lead guitar in a blues/rock band. As a musician leading the band, I learned how to engage and lead my bandmates as well as engage audiences. What I learned helped me to found and manage six successful companies! *Workplace Jazz* will teach you those important lessons, and far more, **showing you how to create highly engaged and productive teams that work together in perfect harmony.** If high-performing teams are important to you, buy this book today!”

**DANIEL BURRUS**

Global futurist and *New York Times* bestselling  
author of *The Anticipatory Organization*

“A *Symphony of Choices* is an insightful, engaging, yet practical approach to executing effective decision making around demanding priorities and essential deadlines. **Gerald Leonard has done it again. He has captured an engaging story wrapped in his years of experience as a professional musician that provided wisdom that any business leader can understand and use immediately.**”

**BILL CATES, CSP, CPAE**

Author of *Radical Relevance* and *Beyond Referrals*

“Gerald’s passion for music and expertise in project management shines in his latest book, *A Symphony of Choices*. **This engaging story follows the relatable journey of one who feels overwhelmed, faces challenges, struggles with urgencies, navigates uncertainties, formulates strategies, and ultimately implements successful initiatives that help transform the organization and deliver meaningful results.** The timely lessons delightfully conveyed in this approachable business parable are applicable and transferable to most any industry.”

**ROB TIEMAN, PE, PMP**

Director of Virginia Dept. of Transportation Project  
Management Office and Chair of AASHTO Technical  
Committee on Project Management

“Gerald’s *A Symphony of Choices* definitely strikes a chord for those of us struggling to manage our customers, our bosses, our teams, and the omnipresent “unknowns.” **He takes a realistic perspective on coping with the real-world challenges that make up the juggling of expectations, time, money, and personalities.** The orchestral analogy provides a simple common context that affords even the novice an opportunity to see how portfolio management can be done while at the same time providing insight for the veteran practitioner.”

**CARL PRITCHARD**

2019 PMI Global Eric Jennet  
“Best of the Best” award winner

# Workplace Jazz

How to IMPROVISE and Create a High-Performance Agile Team

## IDEAL FOR:

- Portfolio Manager Conferences
- Senior Leadership Groups
- Tech Entrepreneur Programs
- Workforce Training Professionals
- HR Conferences

Fortune 500 portfolio managers. IT project managers. Government team leaders. Post-merger workforces. These are the populations that, more and more, are recognizing the benefits of training every member of their goal-oriented workforce in productivity and project management skills.

In this highly actionable and information-packed presentation, Gerald Leonard gives real-world strategies for increasing the effectiveness, communication, throughput—and human potential—of highly focused, cross-organizational teams. With real-world expertise and engaging case studies, he presents an exciting new path: developing an entire ecosystem that empowers team members at every level to contribute to goals, meet critical drivers, and take ownership of outcomes.

Audience members will quickly identify what's not working in their own portfolio, while they learn actionable strategies for improvement like these:

- How to counteract automaticity (the ability to perform routine tasks without thinking) by actively setting bigger goals and higher performance standards instead. By encouraging deliberate practice of new skills, accuracy and control, project managers can raise the level of reliable performance in their team and deliver large, complex, and global initiatives quicker than ever before.
- How to teach team members to not only be open to feedback, but to also use it to: refine the project's goals and direction, enhance their own performance, develop closer working relationships, improve decision-making abilities, and increase possibility thinking.
- How to create a more compelling vision for each project amongst team members, including how to use proven visualization techniques to enhance clarity, develop a more direct path to the ideal outcome, and prioritize meaningful activities.
- How to use peer coaching to build team trust, realign team culture, and create nimble teams that are dedicated to keeping project goals on track.

With an engaging presentation style that's cross-cultural and cross-disciplinary—and includes music and vocals from his lifelong passion for jazz—Mr. Leonard explains in easy-to-understand language exactly how your participants can incorporate new thinking into their work and workforces—spending minimal effort, time and resources when they do. They'll learn simple communication strategies, practical exercises, and actual topics to bring up with their stakeholders to create a more cohesive, agile, and effective team.

**FORMATS CUSTOMIZED FOR YOUR GROUP:** 60- or 90-Minute Keynote • 180-Minute Training • Break-Out Session • post-conference webinars and customized group training packages are available.

**EDUCATIONAL MATERIALS INCLUDED:** Training formats include a comprehensive handout packet plus a complimentary copy of Mr. Leonard's *Every Goal Is a Project* productivity workbook delivered via PDF. Additionally, bulk quantities of Mr. Leonard's books are available for purchase and distribution to each audience member.

# A Symphony of Choices: Focus on the Music

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*What Project Management Can Learn from Jazz*

## IDEAL FOR:

- Project Manager Conferences
- Senior Leadership Groups
- Tech Entrepreneur Programs
- Government Management Events
- HR Conferences

What do jazz musicians know that most business people don't? In this real-world look at strategies that assure project success, Gerald Leonard delivers the keys to selecting the right projects, executing projects aligned with your strategic goals, and engaging smarter teams by employing the pitch-perfect instincts of today's greatest jazz musicians.

From project managers to tech entrepreneurs to state and federal project managers and others, your audience will benefit from actionable strategies like these:

- The essential keys to selecting the right projects—and executing projects aligned with your strategic goals—leading to overall success for the organization beyond just wins for individual departments or projects.
- How to engage and align your teams by taking advantage of what jazz musicians know that most businesspeople don't—raising the level of reliable performance from all team members.
- How to create an environment where employees are motivated, inspired, and committed to achieving organizational objectives . . . leading to higher standards at all levels.
- How to leverage the neuroscience of decision-making and get everyone's involvement and buy-in—leading to smarter, faster and more accurate decisions as projects roll out.

With A Symphony of Choices, your audience will learn a proven step-by-step process for creating better outcomes—enhanced with stories, neuroscience, case studies, and a strategic blueprint for developing connected and high-performing project teams who deliver reliable results toward their company's strategic goals.

Using music and vocals from his lifelong passion for jazz, Mr. Leonard explains in easy-to-understand language exactly how your participants can establish new thinking, new habits, and new behaviors—becoming an unstoppable force for change in their workplace.

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**EDUCATIONAL MATERIALS INCLUDED:** Training formats include a comprehensive handout packet plus a complimentary copy of Mr. Leonard's *Every Goal Is a Project* productivity workbook delivered via PDF. Additionally, bulk quantities of Mr. Leonard's books are available for purchase and distribution to each audience member.



# Gerald Leonard's Presentation Formats

## THE KEYNOTE

This engaging, thought-provoking program will leave your conference or meeting participants energized and excited about incorporating project-management and productivity practices into their workforce. Though the time spent with participants during a Keynote is short, Mr. Leonard is a master at using illustrative examples, engaging anecdotes and musical themes to present this important information in a way that stays with audiences long after the event. **Please allow 1-2 hours.**

## THE TRAINING

Rather than simple lecture, this program utilizes interactive exercises and workbook time to achieve a personalized game plan that participants can use to guide their future workforce transformation. Best suited as part of a focused effort to establish or upgrade project management skills—even among non-managers. Includes important learning tools and handouts. **Please allow 2-3 hours.**

# Important Booking Information

## SELECTING A DATE

All dates are booked on a first-come, first-served basis, so communication well in advance of your event is highly recommended. Dates are confirmed only after a signed contract and 50% deposit are received and acknowledged by Mr. Leonard's staff.

## FEES & EXPENSES

Program fees detailed on the enclosed Schedule of Fees and products are for presentation time plus one set of handout masters only. Fees do not include additional materials — please ask about quantity pricing if you wish to distribute Mr. Leonard's digital training program to each attendee. Fees do not include travel expenses for Mr. Leonard. Expenses include business-class airfare, ground transportation, food, tips, lodging, and duplication of materials (if duplication is needed). Speaking fee balances are due and payable 10 days prior to the presentation. Expenses will be calculated and are due and payable 10 days prior to the event.

## ON-SITE PRODUCT SALES

All speaking engagements or trainings are booked with the understanding that Mr. Leonard may sell books, training programs and consulting services at the back of the room, either during breaks or following the presentation or both. Not only is this privilege customary within the industry, it allows speakers like Mr. Leonard to hold down their speaking fees and make themselves available for more kinds of speaking events. The client assumes Mr. Leonard will retain 100% of all revenues from such sales, as well as retain ownership of any customer name obtained

from a transaction. Mr. Leonard does not abuse this opportunity by overselling products — he is very sensitive to this issue.

## COPYRIGHT & USAGE CONDITIONS

All speaking and training presentations, slides, support materials, handouts, audio-video products and books provided by Mr. Leonard are covered by international and United States copyright laws. Programs and support materials may not be duplicated, in part or in whole, except in the case of handouts which are to be duplicated only for attendees present during the presentation. No handout may be altered in any way. No materials or handouts purchased may be re-sold, rented, loaned or circulated outside your organization or advertised or used as part of an outside seminar. Video and audio materials may not be used for public screenings or broadcast for commercial purposes, particularly where admission fees are charged, without express written permission from Mr. Leonard's company. Presentations by Mr. Leonard may be audio- or video-taped with prior, written permission from his company, Leonard Productivity Intelligence Institute LLC, and permission is dependent upon the anticipated use of the end-product. Any additional charges for this privilege are based on intended use.

# Gerald Leonard's Schedule of Fees\*

## KEYNOTE (NORTH AMERICA)

60- to 90-minutes that will leave your attendees energized and excited about adding proven project management strategies to their workforces.....**\$25,000**  
Bulk order of 200 books (any title).....**\$4,000**  
Speaking engagements delivered after January 1, 2025.....**\$27,000**

## KEYNOTE (INTERNATIONAL)

60- to 90-minutes for international audience.....  
.....**US \$27,500**  
Speaking engagements delivered after January 1, 2025....**US \$30,000**

## TRAINING PROGRAM<sup>†</sup>

Two or three hours of lecture, learning, and customized productivity-building activities that will help participants incorporate proven strategies into their workforce.....**\$17,500**  
Trainings held after January 1, 2025.....**\$24,000**

## PANEL DISCUSSION AT SAME EVENT

Watch as Mr. Leonard delivers real-world advice as a panel moderator or panel participant. (Available only with another presentation on same day).....**\$3,000**  
Appearances after January 1, 2025.....**\$5,000**

## BREAKOUT OR ADDITIONAL KEYNOTE (SAME CITY; WITHIN 24-HOURS)

Keep the information flowing by asking Mr. Leonard to present a breakout session or additional keynote while he's in town. Expand the benefit to your attendees, host a seminar or create a promotional tie-in with your industry.....**\$7,500**  
Speaking engagements delivered after January 1, 2025.....**\$10,000**

## MEDIA APPEARANCE & EVENT PROMOTION

As a media personality, Mr. Leonard is pleased to help you market your event through advance media appearances, advance webinars and on-site interviews. Fee is for all appearances in one city.....**\$4,000**  
Appearances made after January 1, 2025.....**\$5,000**

## POST-CONFERENCE WEBINARS & GROUP CONSULTING

Whether you choose Mr. Leonard's popular webinar curriculum or ask him to customize a group consulting session for you, your attendees will benefit greatly from this follow-up reinforcement and additional training. Fee is for each session.....**\$6,000**  
Consulting delivered after January 1, 2025..... \$8,000

# Complimentary Add-Ons for Creating Extra Value

## FREE PRODUCTIVITY WORKBOOK: EVERY GOAL IS A PROJECT AND EVERYONE IS A PROJECT MANAGER

This downloadable PDF focuses on the productivity practices most likely to improve growth, profitability, management and personnel development among project managers and their workforces. Mr. Leonard's proven formula will keep your attendees focused on these critical drivers long after his presentation is over.....  
.....\$39 per person value ..... **FREE with booking**

## DISCOUNT COUPON FOR "PRODUCTIVITY SMARTS" COACHING AND MASTERMIND PROGRAM

For events that book Mr. Leonard to deliver his "Workplace Jazz" or "Symphony of Choices" keynote, attendees will receive during the presentation a unique discount code for purchasing Mr. Leonard's comprehensive coaching and mastermind program designed to enhance efficiency on the job, success with managing teams, and balance in one's personal life.....\$1,000 per person value .....\$1,500 per person with booking (Retail \$2,500 per person).

## REMARKS AT YOUR GALA OR VIP EVENT

Add world-class sparkle and engaging anecdotes to your event with prepared remarks by Mr. Leonard at a gala or VIP gathering.....\$4,000 value.....**FREE with booking**

\* Fees, adds-ons and bulk pricing on products are subject to change at any time. The fee for your event is guaranteed only upon receipt of a signed contract from Leonard Productivity Intelligence Institute LLC and the payment of a 50% deposit. † Please inquire about Mr. Leonard's current international rate for this service.