

**Judith E. Glaser, CEO**  
**Benchmark Communications, Inc.**  
**Co-founder: Creating WE Institute**

Judith Speaks on a variety of subjects that are at the intersection of Leadership, Culture and Brand. Her keynotes reference her newest work around the Neuroscience of WE, Neuro-engagement, and how to build trust at work. Her keynotes are provocative, practical and highly interactive.



**Speaking topics:**

***Alignment in the C-suite***

**Neuroscience & Alignment** are the most important factors leaders need to understand to build a healthy thriving organization. This session helps executives address the challenges at the intersection of culture, leadership and brand. We'll focus on how CEOs can work most effectively to identify processes and solutions that can lessen uncertainty in business decisions and lead to an increase in shareholder value.

**Discussion Topics:**

- Uncover the 5 Invisible Forces that drive failure and success in organizations.
- How leadership teams get out of sync and how to get them back in sync for success.
- Insights from groundbreaking research into the "neuroscience of leadership."
- Transforming toxic cultures into growth engines.

***The Neuroscience of Leadership***

Neuroscience is the fastest growing field of research in the world today – and is unlocking the code on success and failure in all relationships at work. Powerful neuroscience research explains what creates conflict, erodes trust in relationships and partnerships, why employees step back from taking risks or being accountable, why win/lose mindsets can take over.

In this provocative, informative, and engaging session, participants will learn how to understand the Wisdom of their *5 brains* to create the conditions for enhancing productivity, win/win relationships, and innovation, while creating a culture of inclusion.

***Neuro-Innovation – The Wisdom of the 5 Brains***

Neuroscience is teaching us that we have Five Brains not one and we often don't bring them all to work. Fear, challenges, and the need to perform and exceed last year's efforts often change our mental states and our environments so we underperform rather than meet or exceed expectations. For innovation to thrive in relationships, teams and organizations we need to create and shape the spaces for the best outcomes to emerge. In this highly energetic session, leaders and teams will learn how to have shape their workplace for success.

***Partnering for Success – High Performing Teams***

The quality of the culture depends on the quality of relationships, which depend on the quality of conversations. In this hands-on session, participants will learn about each other's styles of communicating, and listening. They will define what success looks like, and how to create success with others. The session will be customized to the needs of the team – and what level of insight and skills they are seeking to create to become high performing.

### ***Vital Conversations & Co-creating Conversations***

The quality of the culture depends on the quality of relationships, which depend on the quality of conversations. In this hands-on session, participants will watch video clips and “deconstruct” conversations to uncover what happens in conversations that turns us on/off, and causes us to discover our potential or get stuck in the past. We will use “real-plays” to help leaders discover new ways to converse with power, influence and positive impact.

### ***How Leaders Create Organizations Everyone Want to Work In***

When we explore case studies of successful leaders, we often find that they have been faced with incredible challenges bigger than what they can handle alone. Creating engagement and releasing passion are vital to the success of an organization. Equally important is to balance candor and caring. In this interactive session leaders will have the opportunity to share and work on real life challenges in creating companies in which everyone wants to work.

### ***From Breakdown to Breakthrough***

Teams and relationships succeed when people are able to have candid, caring and open conversations. The skill of handling difficult conversations, and working through conflicts is vital to success. This highly engaging session gives participants a framework for moving from breakdowns to breakthroughs. People will learn to listen, share and discover what’s important to others and learn to support each other’s success.

### ***Appreciative Inquiry***

Too often we focus on what’s broken – we look in our rear view mirrors at what doesn’t work and try to fix it. Instead – looking forward into the future to design and create what we aspire to create turns our energy toward positive outcomes. In this session we’ll present a framework for Discover-Develop-Design and Destiny – and will apply this framework to real life challenges the team would like to address.

### ***Navigational Listening... The Racer’s Edge***

Listening is virtually the most important skill a leader can develop. Listening is more than hearing. Listening is a navigational tool leaders use to assess the landscape, create maps for what is going on inside, understand interpersonal dynamics, and clarify strategies for success. We can listen with our heart or our head or both. We “read into” what we hear and make interpretations. Listening is rarely from a neutral point of view. In this highly engaging session you will learn about listening from a new and powerful perspective – one that provides a new perspective on how to influence with power and integrity.

### ***How Leaders Succeed..or Fail***

Leadership success, or failure, comes from a leader's ability to understand what happens at the “moment of contact” – when two people, two teams, or clients and vendors come face-to-face with each other in the pursuit of their greatest ambitions.

Will the interaction provoke a sense of threat and fear? Will it provoke anticipation and hope? Will the outcome be fruitful or lead to unintended consequences and risks that threaten the health and wealth of a business and the related parties’ relationships?

Our need for belonging is more powerful than our need for safety. When we are rejected, the brain experiences pain in the same centers in the brain and body as when we are in a car crash. Being emotionally orphaned is more painful than death. When others show us love, respect, and honor us, it triggers the same centers in the brain as when we eat chocolate, have sex or are on drugs. Once leaders learn this wisdom, they will change how they lead.

### ***Living the Brand – Case Studies of Successful Companies***

When a culture lives the brand, it means that employees are engaged with each other in understanding and interpreting the brand and executing it at every touch point with the customer. Often, when the brand is less differentiated, employees are working everyday without the sight to the customer and without the realization of how their enterprise uniquely delivers what it says it will. When employees learn to live the brand, they share a high level of valued expertise in concert with each other and provide outstanding service in a way not available anywhere else. In this session we'll talk about how successful companies create a "living the brand experience" in their organizations.

### ***Deciphering the Language of Leadership***

As we talk with others, we are not only talking about information/content, we are also negotiating for power and influence. Encoded in every conversation is a language of leadership – both positional and personal – that establishes a contract from which we operate with others. Learn how to see the code, change the code and create powerful partnerships in the process.

### ***Needs Intelligence – Emotional Intelligence: Keep the Pulse on People, Profits and Productivity***

It's easy for leaders to get so focused on the bottom line that they fail to remember that its people who produce results. What do Leaders, Managers, CFOs, CIOs and other C-suite leaders need to remember to create high-productivity environments where people produce more than expected? What are the 7 Universal Desires of Human Beings? In this highly interactive session, leaders learn what they can do to ensure they honor our universal human needs, and get the job done at the same time.

### ***How Executive Coaching Can Help Leaders Succeed***

Drawn from my 25 year Organizational and Executive Coaching Practice, this highly engaging session will enlighten executives on why leaders fail, how leaders succeed and how leaders can use executive coaching to "change one thing, change everything."

### ***Becoming the Leader Everyone Wants to Work With!***

There is a new leader emerging today that needs to be more engaging, less ego-driven, more facilitative than dictatorial. We all fall back into our old power-habits especially when no one gives us feedback to help us change. This highly engaging session will help leaders see the "patterns" that may be trapping them and how to break their old habits.

### ***Raising Your Organizational & Emotional IQ***

No work is more important for a leader than creating a culture in which all team members can contribute. That raises the collective IQ of the company and pays big dividends as the business gleans ideas for new strategies and improved processes. Before most workers will share their ideas and insights, leaders must create the environment for sharing. Leaders will learn how to create "safe spaces" to harvest insights and innovation from their team.

### ***Turning Difficult Conversations into Coaching Moments***

The least developed muscle in the world of business is the ability to be candid – to have a difficult conversation with someone we care about. When we are upset with someone, it's so much easier to talk through others – that is called triangulation. This highly engaging session will focus on marrying candor and caring and provide templates for having conversations that will transform relationships and outcomes.

### ***Creating WE: Change "I-Thinking" to "We- Thinking" and Build a Healthy Thriving Organization***

When we lead from a We-centric Mindset, we create environments that are more than collaborative - they are transformational. Participants will explore the nature of I and We-centric mindsets and how to create transformation in organizations.

### ***The DNA of Leadership***

What if we really did have leadership genes, and if we could create environments that helped leaders to express their unique DNA? New research into genetics is confirming we do, in fact, have leadership genes. Discover The DNA of Leadership, and how successful companies are shaping their environments to express both their organizational and individual DNA.

### ***Is Bully Boss in Your DNA?***

New leadership is more about leading as a facilitator than as boss. The question is: do we have a “Bully Boss” in our DNA and if so, how do we manage it, and not be trapped by it? In this soul-searching session, leaders will hear and explore stories of leadership, and see what the signs of Bully Boss Syndrome are so they can prevent it from eroding the organizational terrain.

### ***How to handle a Bully Boss, Bully Peer and Bully Self!***

Anyone who has had a bully boss knows how deleterious they are to our well being. They intimidate, they minimize, and they demonstrate aggressiveness and often choose targets to single out – thereby creating fear in everyone with whom they work. At the same time we know that Human Beings are hardwired for alpha dominant behavior. We seek power and influence, and want and need to have important roles in our society and community: Being included, being valued are all vital to our health and well-being. When we fall into extreme needs for power – power over others – and have addictions to power – we can become the bully bosses everyone fears. This highly engaging session deals with how to handle bully bosses in the workplace.

### ***From Silos to Halos***

The most destructive energy in business is exclusion and the most powerful is inclusion. We know what it feels like to be inside of a company with silos – it causes us to stop sharing, to fear others are adversaries. We hold on to knowledge, resources, and we play a zero sum game. What can leaders do to break down the silos and build a new level of respect and collaboration along the different parts of the organization? In this highly energetic, real life focused session leaders learn to assess what it takes to move from Silos to Halos.

## **Judith Glaser Keynote Testimonials**

“Thank you. You were the HIGHEST RATED speaker at CFO Rising. You absolutely rocked their worlds....Thank you.” **Lori Calabro, Editorial Director, Conferences, CFO Publishing**

“Your participation in our conference helped contribute to a record-breaking attendance of over 400 healthcare professionals. Creating WE: The DNA of Leadership was incredibly well-received! Over 90% gave the conference the highest mark possible - excellent! - which is a tribute to your contribution. **Debra Newton, Mary-Margaret Armstrong, Deborah Coogan-Seltzer, Eve Dryer - Healthcare Businesswoman's Association**

“We at Ferragamo thank you for the support you provided to one of our high performing leaders at the time of his promotion. It seems to have really helped him to achieve great success in the Vice President of Sales role. He has built a strong team, is an extremely powerful leader and his division is currently experiencing huge double digit increases over last year and over plan. In addition, we've begun discussions about future opportunities for him within the organization and his long term career path with Ferragamo. We thank you for helping him be so successful and look forward to working with you again on future endeavors. As always, I personally appreciate your thoughts and insights ...” **Amy Zuckerman, EVP HR, Ferragamo Inc., USA**

“Leadership council was a dream come true. The feedback has been even better than expected.” **Angela Ahrendts, CEO Burberry**