



We carry it around with us almost everywhere we go. We can tap into its enormous powers in a split second. And yet, most days, we are not using our brain and the brains of others as effectively as we could.

## Holly guides leaders and their organizations in achieving greater success by teaching you to leverage your brain and the brains of others.

Learn to apply the **science of thinking** at work.

- Create clarity on what winning looks like and execute with excellence
- Master how to think differently and be truly innovative
- Engage your entire organization in accomplishing even more
- Increase the skills and competencies required to thrive in today's hyper paced world

An experienced business leader and behavioral scientist, Holly has a rare combination of extensive academic training and in-the-trenches experience working in and leading organizations. She is the former president of The Ken Blanchard Company, and co-founder of LumMed, a biotech firm. She has worked in senior leadership roles with global giants including The Coca Cola Company, Dell Computer, and Bass Hotels and Resorts.

As a consultant, Holly is frequently hired by companies and associations to help them compete more effectively in today's uncertain markets. She has helped hundreds of companies around the globe make new neural connections, change perspective, challenge assumptions and focus on the target.



In addition to her consulting work, Holly delivers highly acclaimed keynote presentations and workshops to tradeshow conventions, industry gatherings, and business meetings. A polished and engaging speaker, she has headlined hundreds of gatherings around the world. She has received three Speaker-of-the-Year awards from the world's largest CEO membership group.

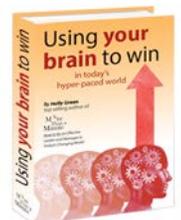
Featured on numerous TV and radio shows including NBC, ABC, Fox News, and NPR, Holly is a frequently quoted expert and has been in USA Today, Investor's Business Daily, The Los Angeles Times, BusinessWeek and the Wall Street Journal among others. She was a regular contributor to **Forbes** for years and is a highlighted expert on numerous leadership, strategic planning, and innovation blogs.



Holly holds a Bachelor's degree in behavioral sciences and a Master of Science degree in organization development from American University in Washington, D.C. Her postgraduate studies are in neurophysiology. She is an adjunct professor at Webster University, teaching courses in the graduate program. She is the founder of the Management Development Institute offered at San Diego State University.



Holly's top selling book, *More Than a Minute: How to be an Effective Leader & Manager in Today's Changing World* (printed in nine languages and distributed globally) goes beyond the theory of leading and managing by providing practical, action-oriented information. Holly has contributed to several other best-selling books including *Shift Happens*. Her newest book, *Using Your Brain to Win*, has received international acclaim.



Holly is a board member of several companies and serves on the *Workforce & Chief Learning Officer* Business Intelligence Boards. She also provides strategic advice and guidance to numerous 501(c)3 organizations.

Entertaining, sometimes provocative, always interesting and interactive, Holly G. Green speaks about the science of thinking at work. She'll work with you to customize materials to achieve your desired results. Examples of recent keynotes:

### Using Your Brain to Win in today's hyper-paced world

Your brain is your most powerful competitive weapon –if you know how to use it properly. The human brain is an amazing tool. Yet, many of its built-in thought patterns and ways of working do not serve business leaders well. In order to become more effective leaders, we need a much deeper understanding of how our brain works and how it often gets in the way of winning. Leveraging the latest in neuroscience, in this session, you'll get tools, techniques and tips for learning how to:

- Avoid getting blinded by your own data and make better, more informed management decisions
- Slow down to go fast
- Get and stay clear on winning
- Stage your field of vision
- Question the right answer and explore the second best answer
- Use your brain to win every day

Variations of **Using Your Brain to Win**

**Using Your Brain to Sell**

**Using Your Brain to Connect & Serve Customers More Effectively**

### Innovating Every Day: Thinking Differently

The session enables participants to see the world in a multitude of ways so that innovation becomes an every day activity – not just something you do when you are brainstorming with a team. In today's chaotic markets, unlearning has become just as important as learning. Exploring why & how our success gets us stuck and exposing participants' current decision making and thinking processes

- Changing our thinking to get clear on what is possible
- Unlearning tried and true innovation eradicators
- Practicing innovation techniques including
  - ❖ balancing the big picture and the details
  - ❖ focusing on a target
  - ❖ challenging assumptions

- ❖ changing perspectives
- ❖ questioning the right answer

### Oh The Things You Can Think!

A Dr. Seuss inspired look at creativity and the wondrous workings of our brains. Whether a child or adult, our ability to imagine is one of the most remarkable aspects of the human brain. We are also illogical, irrational creatures whose brains serve us well and not so well in a thousand ways, especially in the business world. Unfettered thinking is a critical skill for today's business leaders. And, even though we have the ability to think just about anything imaginable, our brains need prompts to help us use this skill well.

- What imaginings will help us thrive as individuals and as an organization?
- When should we use the power of our brains to generate more ideas versus execute on what we already have?
- How can we engage the brains of others to create new neural connections that contribute to success?

### Recent conference & convention keynotes:

Microsoft Global Partner Conference  
 FBI Leadership Academy  
 Association of Independent Corrugate Companies  
 ReThink Design Conference  
 The Transformer Association  
 Door & System Manufacturing Systems Association  
 Compressed Gas Institute  
 Craft & Hobby Association  
 Graphic Printing Industry

Pennsylvania Legal Administrators  
 National Council for Behavioral Health  
 Global Women's Leadership Conference  
 IT Nation User's conference  
 North County Health Services  
 Ohio Association of Medical Equipment Suppliers  
 American Farm Bureau  
 American Society of Training & Development



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Holly creates those rare moments of clarity that transform organizations. She blends the 30,000-foot view with in-the-trenches experience and practical tools to create immediate and lasting change. Your audience will never think about their companies, customers, and markets the same way again. They will leave with concrete actions they can take to become better, faster, and stronger by learning how to slow down, pause, and get it right the first time.

Contact Mark at **THE HUMAN FACTOR, Inc.** at 858.204.8761  
 or holly@thehumanfactor.biz

**The following are a sampling of client comments after presenting to CEOs and senior leaders of organizations globally.**

Holly's greatest asset is her unique ability to bring us all along in her perpetual pursuit of the best answer. She takes all the theories about business and turns them into something leaders and managers everywhere can apply to make their business more successful. This is the real stuff!

-Joel Kocher, Former President, **Dell Computer**

Holly knows how to engage the whole audience and provides real value every time she speaks.

-Rob Torres, Executive, **Google**

Holly kept our large group engaged and energized (even though it was a long day). She provided real value and has already been invited back.

-Killu Sanborn, **Venture Capitalist & Chair of Athena's Entrepreneur Group**

Holly traveled internationally with my team speaking to groups in 5+ countries. She scored the highest of any presenter.

-Paul Brown, Former President, **Expedia.com & CEO, Arby's Restaurant Group**

Holly Green is insightful, thought provoking...offering many practical options.

-Mary Ann Hartman, Managing Director, **Blue Sky Properties, LLC**

Amazing speaker! I have listened to her several times and we still have huge gains. We've applied many of the techniques to our company and they are incredibly effective.

-Kenneth Wu, President, **Airsplat**

Holly has worked with our executive and management teams to share techniques, tools and tips to help us maintain focus and alignment to assure our continued growth. Holly has been instrumental in our success to date.

- John Sarkisian, CEO, **SKLZ**

Holly seriously rocks in terms of presenting and follow-up. To say I'm impressed with her process would be an understatement. Her presentation and the corresponding follow-up is exceedingly well executed.

-Daniel Cotman, CEO, **Dalina Law Group, PC**

Holly maintains one of the highest speaker ratings for Vistage, the world's largest CEO membership organization. Comments following keynote presentations to more than 5,000 Vistage participants worldwide:



**3 Speaker of  
the Year Awards**

- \* Really made us think!
- \* The presentation was energetic and creative with useful tips that can really be implemented
- \* Excellent speaker, good participation, good background
- \* Great buildup to a thoughtful perspective backed by factual data
- \* Incredibly interactive and full of great information
- \* Fast pace, engaging – a lot of energy and good information
- \* Intriguing and interesting content – makes you really think and opens new possibilities
- \* Great delivery! Kept the information flowing with specific examples and applications
- \* We see 10 presenters a year. Holly is far and away one of the best ever!
- \* Excellent! Engaged all of us and worked the group really hard

Holly G. Green is a sought after radio and TV guest and is often quoted as an 'expert resource' in numerous publications.



### Publications (partial list)

- \* New moves in innovation. **American Express Open Foun.**
- \* The magic wand of strategic planning. **BusinessWeek.**
- \* The Myth of Multi-tasking. **Blogging Innovation.**
- \* Five steps to profitable innovation. **Innovation Management.**
- \* Want to re-engage your employees? **CareerBuilder.**
- \* Thriving in Our Current Economy. **The Wall Street Journal.**
- \* America's Premier Experts Share Their Advice. **Newsweek.**
- \* The Changing Role of Leaders and Managers. **Fast Company.**
- \* When You Don't Trust Your Boss. **CNN.com.**
- \* Perfecting your Execution. **Lowes for Pros.**
- \* Business Founders Likely to Emerge from Meltdown. **USA Today.**

THE WALL STREET JOURNAL.



### Radio (partial list)

- \* All Business Answers
- \* High Velocity Radio
- \* Next Big Thing
- \* Boost Your Biz Radio
- \* NPR, The Story
- \* SolutionzLive
- \* Chic Perspective
- \* The Executive Hour



Forbes

FAST COMPANY



### Columnist

- \* **Forbes**, weekly contributor
- \* **Blogging Innovation**, weekly top rated blogs
- \* **ForwardMetrics**, expert resource



### Blog: <http://www.TheHumanFactor.biz/blog> (partial list)

- \* Are you elite?
- \* Three innovation mistakes you don't want to make
- \* How to suck at leadership
- \* Mental fight or flight
- \* It's time to engage with employee engagement
- \* The innovation continuum
- \* Decision dodge ball
- \* The winning attitude tipping point
- \* Phases of innovation
- \* Brain myths
- \* Thinking the unthinkable
- \* Keeping Employees Engaged
- \* Getting It Done: What Great Leaders & Managers DO



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### TV

- \* Interviewed on America's Premier Experts - ABC, NBC, CBS, & Fox
- \* Numerous interviews Go Red for Women, American Heart Association

