



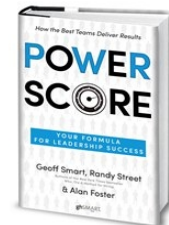
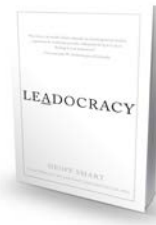
## Dr. GEOFF SMART

Geoff Smart is the #1 thought leader on the #1 topic in business. He is Chairman & Founder of ghSMART, a leadership consulting firm that serves Fortune 500 CEOs and boards, billionaire entrepreneurs, and heads of state.

He is *the New York Times* bestselling author of *Who*, *Leadocracy*, and *Power Score: Your Formula for Leadership Success*. Geoff and his colleagues donate hundreds of hours per year to advise leaders in Education, Public Health, and Government. He is the Founder of two 501c3 not-for-profit organizations: SMARTKids Leadership Program® and The Leaders Initiative®.

**“Geoff Smart is the #1 thought leader on hiring talented teams, and then running them at full power.”**

--Marshall Goldsmith



### AUDIENCES

CEOs, managers, government leaders, or investors who want to achieve more career success, earn more money, and amplify their positive impact as leaders.

### VIDEOS

YouTube: <https://www.youtube.com/geoffsmart1>

### FROM

Denver, Colorado (USA).

### COST

\$75,000 fee + expenses. **Client satisfaction is guaranteed or 100% of your fee is refunded.**

Client achieves an estimated 1,000-to-1 return on investment. Assume an audience of 500 in which 1 in 10 managers avoids 1 hiring mistake of \$1.5m = \$75m benefit vs. \$75k cost = 1,000-to-1 return on investment.

### SCHEDULE

Jessica Butts, Executive Assistant to Dr. Smart  
Tel. (303) 623-3160 | [jbutts@ghsmart.com](mailto:jbutts@ghsmart.com)

## KEYNOTES

---

### Geoff Smart on Hiring

Based on his *New York Times* bestseller *Who: The A Method for Hiring*

Geoff solves every manager's #1 problem: making hiring mistakes.

The stories and advice in Geoff's speeches draw from some of the most extensive research, interviews, and stories ever assembled on the topic of hiring talent.

1. What are the costs of making hiring mistakes?
2. Why are most people bad at hiring?
3. SCORECARD: How to create a blueprint of who to hire?
4. SOURCE: How to generate a flow of the best candidates?
5. SELECT: What to look for to pick the right one?
6. SELL: How to sell the ideal person on accepting a job at your company?

The session includes a significant amount of audience interaction including live demonstrations of the interview techniques, audience realtime Q&A, and simple "takeaway tools and templates" to help attendees maximize their company's financial performance and their own career success.

---

### Geoff Smart on Government

Based on his *New York Times* bestseller *Leadocracy: Hiring More Great Leaders (Like You) into Government*

Geoff offers a solution to society's #1 problem (broken government), while giving business leaders an out-of-the-box idea to maximize their happiness in their next career. Audience members enjoy hearing behind-the-scenes stories from Geoff's time as leadership advisor to a governor, and get to participate in question-and-answer debates about provocative topics such as:

1. Why do great leaders avoid government?
2. How do the "3 As of Leading" help us identify, hire, and become better leaders?
3. How the adrenaline rush of "flow" can offer leaders from the private sector the adventure of a lifetime.

Business leaders are at risk of stagnating in their careers, leading to feelings of purposelessness, lack of meaning, and boredom. Governments need the skill-set that business leaders have. "Leadocracy," or government by society's greatest leaders, provides a win-win solution for leaders who want more meaning and fulfillment in their career, and for society that so desperately needs their talent in government.

---

### Geoff Smart on Leading Teams

Based on his Wall Street Journal bestseller book *Power Score: Your Formula for Leadership Success*

"Are we running at full power?" Only 10% of teams run at full power.

Based on the largest database of its kind, Geoff shares insights into the three things that matter most. Audience members calculate their team's power score, hear from successes and failures of others, and gain valuable insights into how to improve their team's results.

1. PRIORITIES: Do we have the right priorities?
2. WHO: Do we have the right people who are on the team?
3. RELATIONSHIPS: Do we have the right relationships?

## ACCLAIM

- “Once again, your session was a **resounding success.**” --Leslie Baum, MIT/EO Conference Organizer, following a keynote that earned **3 standing ovations by CEOs from 30 countries.**
- “I have been coming to these Inc. 500 keynote presentations for years. Your presentation was **one of the best I’ve ever seen.**” --Michael Hopkins, Editor at Large, Inc. Magazine.
- “Your training session was as valuable and enjoyable as **any workshop I have ever attended.**” --John Howard, CEO, Irving Place Capital.
- “ghSMART has helped **make talent a competitive advantage at Heinz.**” --William Johnson, Chairman, President, and CEO, H.J. Heinz Corporation.
- “... **amazing** job distilling the best advice from some of the world's most successful business leaders.” --Wayne Huizenga, Chairman, Huizenga Holdings, Inc., previously Founder & CEO of Waste Management, Blockbuster Video, and AutoNation.
- “The Wall Street Journal favorably reviews *Who* by Geoff Smart and Randy Street. **I'm hooked. THIS IS A BIG BIG BIG DAMN DEAL.**” --Tom Peters, author of *In Search of Excellence*.
- “**You hit it out of the park.** Great delivery, solid content, compelling message.” --Jimmy Calano, Founder and retired CEO, CareerTrack and conference chair, Young Presidents’ Organization.
- Geoff was **remarkable** yesterday at our Key Staff Day event. Additionally, he was **insanely easy to work with** and just a really super guy that delivered **major take-away value** to our audience.” --CEO Conference Organizer Craig Williams.
- ghSMART is the **crack management assessment** firm we hire to guide our interviews with top-level professionals. Today, thankfully, our turnover is very low.” -- Peter G. Peterson, excerpted from his memoir, *The Education of an American Dreamer*, Co-founder and Chairman Emeritus, The Blackstone Group, former U.S. Commerce Secretary, and former CEO, Bell & Howell.
- “Giving me the *Who* book was **possibly the single most impactful thing anyone has ever done for the company.**” --Client Note to Management Consultant Julie Johnson.
- “*Who* is in the top 10 books I’ve ever read. It is a fantastic book. It is well written, has good relevant examples, and, of course, the concepts are incredible.”--Investor Graham Weaver.
- “When I saw the **long book signing line**, I knew you’d made an impact. We had to order more books to mail to people that didn’t get one. That’s rock star stuff!” --Investor Conference Organizer Beau Hurst.
- “Yes, you were that good. **You made the event.**” --Investment Event Organizer Dan Goldman.
- “**Fantastic.** All the concepts and principles were dead on, and have helped me in my companies.” --Investor Brandon Hunt.
- “Wow! *Who* is **one of the best books I’ve ever read.**” -- Entrepreneur Dean Dzurilla.
- “I had set very high expectations for the event. From everyone I have spoken with, I have heard that those expectations have been **exceeded!**” --CEO Frank Riordan.
- “The feedback from the clients and folks has been **top notch**; you left them with **excellent takeaway value!!! GREAT JOB!!!**” --CEO Dan Hemphill.
- “You **rocked** the house.” --CEO Mike Maddock.
- “We have incorporated ghSMART’s A Method as a **core element** of our leadership development curriculum and talent management process. The marked improvement in key business results speaks for itself.” --John Zillmer, Chairman & CEO, Allied Waste Industries, Inc.
- “No investment is more important than building our teams, and **ghSMART helps us do it right.**” -- Ken Griffin, CEO, Citadel Investment Group
- “ghSMART gets it! ghSMART has a **proven approach** for finding those A Players.” --Matt Levin, Managing Director, Bain Capital, and board member of Toys ‘R’ Us.
- “We asked ghSMART to train our CEOs on the A Method for Hiring. For those who follow it, this method will **turn their #1 problem into their greatest strength.**” --Mark Stone, Senior Managing Director, The Gores Group.

- **“WOW – these are the best scores I have seen for an event!”** -- Dallas Conference Organizer Adrienne Cornelsen.
- **“Leadocracy is a refreshingly simple solution** to the problem of government dysfunction.” —H. Wayne Huizenga, Chairman, Huizenga Holdings and former Founder and **CEO of three Fortune 500 companies**
- **“As someone who has seen up close hundreds of companies succeed or fail, I can tell you that the quality of the leader is the number one driver of success.** *Leadocracy* shows how to get more great leaders into government, which we sorely need.” —Steve Schwarzman, Chairman, CEO, and Cofounder, The Blackstone Group
- **“If we can systematically find ways to attract our best leaders to government, as *Leadocracy* describes, the quality of life of our society will improve.”** —John Malone, Ph.D., Chairman, Liberty Media Corporation
- **“Our future, the world’s future, depends on attracting better leaders to government. *Leadocracy* provides a blueprint for how to do it. Reading it is an inspiration.”** —Governor John W. Hickenlooper of Colorado
- **“I applaud Geoff Smart’s initiative and willingness to bring his hiring methods into the public sector with *Leadocracy*.”** —Wendy Kopp, Founder, Teach For America
- **“We have used Geoff Smart’s methods for hiring here at KIPP with great results.** We would love to see them applied to how government leaders are selected, the way he outlines in *Who* and *Leadocracy*.” —Mike Feinberg and David Levin, Cofounders, KIPP (Knowledge is Power Program, the largest charter school operator in the United States)
- **“Part diagnosis, part call-to-arms, Geoff Smart’s *Leadocracy* injects a thought-provoking new voice into the dialogue about how to improve our government. It will hopefully spark better leaders to seek key positions at all levels of government.”** —Professor Noam Wasserman, **Harvard Business School**, author of *The Founder’s Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*
- **“Geoff Smart is one of the nation’s top thinkers on how to hire great people.”** —Atul Gawande, MD, surgeon and bestselling author of *The Checklist Manifesto*.
- **“In January 2013, you graciously gave a “Who: The A Method for Hiring” presentation at our All Managers Meeting. It was very well received and still holds the record as the highest-rated presentation!”** Conference Organizer Jill Elggren.
- **“You knocked it out of the park.** Thanks for rockin' it and making me look good.” --CEO of Lanmark Technology Lani Hay.
- **“Hey Geoff, you were completely amazing on stage today** and I cannot thank you enough!” Everyone was thrilled with the content and said over and over again how much you helped them. —Event Organizer Robin Robbins.