



Gerald J. Leonard

I work with organizations that want to create a team of productive employees that can accomplish more every day.



What Clients Have To Say

"Gerald provided exceptional leadership, vision, and a remarkably patient and steady hand during this multi-year, multi-iteration installment. His knowledge, organization, temperament, positive energy, responsiveness and follow-through were all critical to VDOT's success. He provided expert guidance on improving efficient and effective project oversight. Gerald led the development team, and consistently championed schedule data quality. He provided training for project managers across the Commonwealth, and prepared a variety of training aids and reference materials."

- Rob Tieman, P.E., Director, Project Management Office (PMO) Virginia Department of Transportation

"I had the opportunity to attend Gerald's session on the 7 Principles For Developing A Culture That Works during MPI Potomac MACE! His understanding of the hospitality industry, as well as his ability to tailor his story impressed me. He thoughtfully brings all his 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 Gilliam, CMP, Meeting Professionals International (MPI) Potomac - Co-Chair, Certification

"As a musician myself I love the analogy/metaphor of music being compared to business. There are lots of similarities, as you show us."

- Shep Hyken - Customer Service Expert, Keynote Speaker & New York Times and Wall Street Journal Best-Selling Author

What If Practice Is The Performance: How To Increase Team Productivity And Performance!

- Change your thinking, change your performance. It's all a state of mind.
- Discover how practicing rewires your brain for peak performance
- Learn how to improve your brain, increase energy and change your thought process.
- Understand how the Principle of Deliberate Practice will upgrade your skill set.
- Discover how most business is 95% preparation and 5% execution.
- Understand that true experts seek constructive, and even painful feedback and how to maintain your motivation to seek it out.
- Participate in hands on exercises that will rewire your brain.
- Experience team building and de-stressing activities that will entertain and your employees.

Gerald Leonard offers a unique approach to accomplishing more productivity in the workplace. As an accomplished musician, creativity, innovation and peak performance are part of his world. Gerald leverages these very principles to give your business the edge needed succeed in a highly competitive workplace. He is a member of the National Speaker Association, the author of "Culture is the Bass," and the soon to be released book "Workplace Jazz."

Gerald J. Leonard

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NATIONAL SPEAKERS ASSOCIATION

7 Principles For Developing A Culture That Works!

by Gerald J. Leonard

1. **Vision:** Great cultures start with a great vision or mission.
2. **Values:** A company's values are the core of its culture and guides behavior.
3. **Buy-In:** No company can build a coherent culture without people who either share its core values or possess the willingness and ability to embrace those values. Buy-in is a team sport.
4. **Best Practices:** Values are of little importance unless they are baked into the company's practices.
5. **Stories:** All organizations have a unique history - a unique story. The ability to unearth that history and craft it into a narrative is a core element of culture creation.
6. **Environment:** Your work place shapes your culture.
7. **Execution: People Respect What You Inspect.** Team members make a commitment to the team not to the leader, and they hold each other accountable.

"This concept and book are genius! Gerald's performance/speech about the book's strategies- brilliant! Gerald uses his considerable music skills to turn you into a better business leader FAST."

Jan Fox - 4X Emmy Winner, TV Reporter, Speaker, Coach and Author

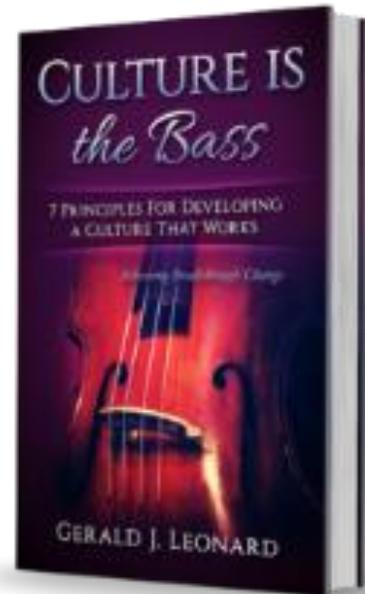
Praise for Gerald's Book

"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

"Congrats on breathing life into a topic that is often uninteresting – where everyone is using the same tired ideas. I don't think one needs to be a musician to appreciate your metaphor. "

—Bill Cates - Hall of Fame Keynote Speaker, Author of Get More Referrals Now and Beyond Referrals



Culture Is The Bass: 7 Principles For Developing A Culture That Works!

- Create a Compelling Vision that creates unity, alignment and reduces stress.
- Develop your organization's vision to ensure everyone is onboard with the big picture.
- Create a Symphonic Company Culture within your organization where everyone is playing their part
- Create an Engaged Workforce with increased productivity, transparency, and communication.
- Understand that Buy-In is a Team Sport
- Develop team stories and narratives that inspires the team to engage with their head, heart and hands.
- Increase employee engagement and commitment to the team and ensure they hold each other accountable.

New Book - Coming Soon: Workplace Jazz

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