

Sara Roberts

Advisor and Coach to C-suite, Author, Leadership, Transformation, Purpose, and Culture

Please contact a GDA agent for information.

Topics

- Business
- Business Growth / Strategy / Trends
- Change Management / Organizational Change
- Corporate Culture & Governance
- Emotional Intelligence
- Employee Engagement
- Ethics / Values
- Innovation / Creativity
- Management



About Sara Roberts

Sara Roberts is a leading authority and “go-to” expert on organizational transformation, culture, and building purpose-led companies. She’s been an advisor to dozens of Fortune 500 and start-up leaders, a sought-after keynote speaker, and an entrepreneur. She founded and sold Roberts Golden, a boutique consultancy, where she and her team worked with nearly a quarter of the Fortune 100, over its 12-year span, to help transform their cultures and ability to lead.

Known to spark revolution versus simply evolution, Sara prescribes bold, yet thoughtful shifts in her client’s companies to enable them to survive and thrive in this volatile and constantly changing new era. She has been widely recognized for her unique insights on both the emotional and practical sides of business transformation and reveals many of those learnings and approaches she has observed and honed through the years in Nimble, Focused, Feisty, her consulting, and her speaking engagements. She is author of the book, *Nimble, Focused, Feisty: Organizational Cultures that Win in the New Era and How to Create Them*.

Sara is also the co-author of [Light Their Fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers and numerous treatises on building and connecting organizations and employees through purpose.](#)

Select Keynotes

- **Closing the Gap on Purpose:**

7 Characteristics of Purpose-led + Values-Driven Companies

Companies that are purpose-led and values-driven connect more meaningfully with their customers and employees, and are able to generate and execute on strategies and innovations that more substantially drive growth and profitability in this new era.

From her deep experience in building purpose-led companies, Sara shares the 7 characteristics of purpose-led organizations, and how to cultivate them.

- **Difference Makers + Courageous Connectors:**

How leveraging the combo of the new era leader and employee creates unstoppable organizations.

Sara explains, with stories and engaging case studies, how the combination of new era employees and leaders, which she calls Difference Makers and Courageous Connectors, come together to create agile and disruptor organizations.

- **When Goliath envies David:**

The top ways big companies must think and act feisty to thrive in the new era

Sara explains why, in order to win, large organizations need to develop a culture more akin to a nimble and feisty startup, supported by specific examples from major corporations such as Lowe’s Home Improvement, Southwest Airlines, Apple, LinkedIn, Facebook, Salesforce, Zappos, and

more.

- **Why “How” Beats “What” in the Era of Business Disruption:**

The five unusual things organizations with winning cultures do differently

In this talk, Sara explains why how matters far more than what and has a much bigger impact on strategy, innovation, and performance than most realize. Attendees will take away an understanding of the key things organizations with winning cultures do differently, supported by concrete examples from companies such as GE, Google, and more.

Select Book Titles

- **2016:** *Nimble, Focused, Feisty: Organizational Cultures that Win in the New Era and How to Create Them*
- **2005:** *Light Their Fire: Using Internal Marketing to Ignite Employee Performance and Wow Your Customers*

Select Articles

- [Stop Treating Millennial Employees Like Enigmas](#)

In this Fast Company article, Sara Roberts and Michael Papay share their advice for making impact with your Millennial employees.

- [Why A Culture of “How” Beats “What”](#)

We live in a VUCA world (volatile, uncertain, complex, and ambiguous) and every day our employees encounter situations and questions, particularly with customers, that go beyond the expectations of normal business. How can we guide them to make decisions that support organizational goals and growth objectives when there’s no manager or executive in sight? The answer is to focus on How not What.

- [Building a Connected Culture – It Takes Thoughtful Planning and Intention](#)

The search for purpose and meaning is an age-old, existential quest that humans have embarked upon for, well actually, as long as humans have been on Earth. Some search for it through their religion, others in their political affiliations, some through sports, others with volunteering, some their professions, and yet others through their...

Select Testimonials

“I had the opportunity to work with Sara as part of the Enterprise 2.0 conference. Sara is a thought-leader in the E2.0 space when it comes to business transformation and organizational change. She’s very passionate when it comes to the success of her customers. Her on-stage presence and business insight was very well received by E2.0 conference attendees.”

– Mike Gotta, Research VP @ Gartner