

Brad Deutser

Founder + CEO at Deutser | Author | Speaker

Please contact a GDA agent for information.

Topics

- Business
- CEO
- Change Management / Organizational Change
- Economics / Finance
- Ethics / Values
- Investing / Personal Finance / Retirement
- Journalism / Literary / Author
- Leadership
- Peak Performance
- Safety
- Thought Leader
- Trust / Honesty



About Brad Deutser

Brad Deutser (pronounced Dight-zer), author of *Leading Clarity: the Breakthrough Strategy to Unleash People, Profit and Performance*, is the founder, President and CEO of Deutser, an award-winning management consulting firm, think tank and learning lab that works with leaders to create great companies inside and out. Comprised of social scientists, artists and business consultants, Deutser restores organizational clarity through a unique and customized approach, starting at the core and working out to the exterior face of the brand. Informed by in-depth research and an acute awareness of leadership and culture, Deutser creates unconventional solutions with world-class design that improve organizational performance. The firm has offices in Houston and conducts work across the world.

Brad is the visionary behind the company and guides its leadership practice. He is a trusted counselor and executive coach, as well as a leadership/creative strategist for CEOs, Board Chairs and top corporate management. His unique insight and approach to organizational clarity has transformed many prominent educational, healthcare, energy, business, private equity, and cause-based organizations.

Brad is equally thoughtful and thought provoking, he creates connections for the leader in each of us that changes futures. Brad entertains, challenges and presents fundamentally new concepts to address the daily conundrums that leaders, at all levels and all places in life, face. He is entertaining, personable and a “master storyteller,” who harkens back to his early days working at Ringling Bros and Barnum Bailey Circus and Walt Disney World on Ice for stories and inspiration. Brad presents an entertaining style packed with valuable insights from today’s business insiders representing a range of industries made more valuable with actionable take a-ways.

Brad transforms how leaders build great, highly sustainable companies inside and out – especially in times of transition. His piercing view of “performance inside the box,” unwavering commitment to leading with positivity and innovative way to humanize organizations presents new approaches to leading in complex times. In his new book, *Leading Clarity: The Breakthrough Strategy to Unleash People, Profit and Performance*, Brad introduces the process to achieving clarity and changing the trajectory of modern business. His counsel and distinctively creative perspective is sought by CEOs, Board Chairs and top corporate management for high-profile organizations – including Fortune 500 companies and publicly traded companies in the energy, aviation, health and financial services sectors, as well as leading nonprofits, including education, healthcare, literacy, inclusion, among others. His innovative approach to clarity and its connection with people inside organizations has driven business performance across the world. He is a frequent speaker on *Clarity in an Unclear World*; *Innovating Inside the Box*; *Humanizing Safety: Good Kills*; *Leader of YOU: Managing Transitions*; *Stop Communicating: Start Engaging*; *Leading with Less Than 100% of the Truth*; *Clarity and the Human Condition*; and *Leading from the Middle*.

Brad speaks on clarity, organizational health and performance. He is active in the nonprofit community, as evidenced by his firm’s recognition from National Philanthropy Day, and he serves in leadership and board chair capacities for many organizations including Young Presidents’ Organization. He is a graduate of The University of Texas.

Select Keynotes

- **Turning Chaos to Clarity in 2020**

2020 will be anything but clear for leaders and businesses across the world. We will need to demonstrate noble leadership and a clear voice amidst the chaos of an unprecedented environment. 2020 will present the ultimate convergence of changing societal norms, politics, and technological advances. Leaders will be faced with achieving balance within a highly polarized work climate where increasing pressure for returns, leadership challenges, and psychological safety will underlie the business environment. Leaders require new and innovative ways to anticipate change and elevate the performance of their people and their companies. Because of this...clarity is imperative.

For the last 20 years, working with businesses across the globe, Brad Deutser has learned that growth-oriented businesses require clarity on all fronts. Clarity is the process that makes sense of the constant change and prepares organizations to embrace opportunities to successfully navigate change and plan for sustainable growth.

Clarity can be found in a reliable, replicable and proven process. This process elevates organizational performance and is the dynamic force that aligns the most critical business principles. It is the solution for the chaos of our times – and will provide the necessary clarity for 2020!

TAKEAWAYS FOR AUDIENCE:

In this presentation, Brad will share his antidote for the chaos of 2020 with five benefits of being in clarity:

1. It defines a replicable framework to lead, navigate transitions and drive innovation –thinking, leading and working from inside the box.
2. It aligns the organization from its core identity and drives sustainable and durable performance.
3. It introduces thought-provoking ways to humanize connections and increase customer engagement.
4. It uncovers actions in the workplace that masquerade as clarity – like political correctness.
5. It makes the case for positivity as a powerful profitability catalyst.

- **Your 20/20 Lens - Has the lens began to become a bit opaque?**

Looking ahead to year 2020, many leaders/organizations/individuals are already looking to 2020 for the reset. Brad has the process to help these organizations.

- **Leading from the Middle**

“It is no longer safe to live, much less lead from the middle in a society that values extremes.” We live in a polarized world with the loudest voices often coming from either extreme. In this presentation, participants are presented with a set of tools and approaches to immediately impact their leadership capacity.

Target: Leaders, Managers, and Individuals aspiring to be leaders

- **Stop Communicating. Start Engaging.**

“Clarity facilitates, encourages, supports and sustains the alignment necessary to achieve real engagement.” This presentation offers a compelling view of connectivity in the workforce and the tools necessary to drive true engagement. This presentation offers a compelling view of connectivity in the workforce and the tools necessary to drive true engagement.

Target: Leaders at all levels of the organization, HR, managers, customer service professionals

- **Humanizing Safety: Good Kills**

“We have exhausted the technological improvements, refined the systems and processes, addressed the human factors that each impact safety; yet each year an employee doesn’t go home without serious injury or death.” Deutser shares his firm’s inventive approach to safety and to ensuring that every mother, father, spouse, and child go home safely each and every day.

Target: Leaders, safety professionals, health professionals, employees in high risk environments
Target: Leaders, safety professionals, health professionals, employees in high risk environments

- **Clarity and the Human Condition**

“The convergence of the chaos, the swirl and the constant transitions we are expected to expertly navigate are impacting the human condition and the vital connections between people.” Deutser expertly addresses these delicate, yet critical connections between organizations and their employees that are forever changing and continuing to be compromised.

Target: Leaders, safety professionals, non-profits, professionals on the people side of the box
Target: Leaders, safety professionals, non-profits, professionals on the people side of the box.

- **Leader of YOU: Managing Life Transitions**

“We are all leaders – yet, we allow our everyday labels to define us and often derail us from achieving our true potential.” Deutser makes the compelling case for each of us to view our future and manage our life transitions through a lens of leadership.

Target: People and individuals in transition in life and workTarget: People and individuals in transition in life and work

- **Innovating Inside the Box**

“The question is not whether you are an outside the box thinker; the real question is what does your box even look like?” The decades-old belief that creativity, innovation and performance are birthed outside the box have been proven to be invalid in Deutser’s compelling presentation.

Target: Leaders at all levels of the company; managers, individuals aspiring for leadership rolesTarget: Leaders at all levels of the company; managers, individuals aspiring for leadership roles

- **Clarity in an Unclear World**

“The dynamics of change, chaos, and uncertainty are an integral part of the vitality that is business, and even more so, life.” Brad will share how clarity becomes the governing force that both aligns and connects dreams, goals, objectives, expectations and outcomes. His replicable, reliable construct can be applied to leaders and businesses of all types, sizes and industries and drives measurable performance, creates happier, more engaged employees and customers, and safer workplaces.

Target: Leaders, HR, workforce, and anyone looking to make sense of chaosTarget: Leaders, HR, workforce, and anyone looking to make sense of chaos

- **Leading with Less than 100% of the Truth**

“Most of us are operating with less than 50% of the truth, rather than being able to have constructive, respectful dialog with 100% of the truth.” In our “tell me what I want to hear,” overly sensitive society, leaders have been forced to lead with less than the full complement of information at their disposal. Deutser’s construct for clarity allows and ensures 100% of the truth, creating a culture that embraces psychological safety, uncovering masqueraders in the organization and pushing unhealthy factors to the fringes.

Target: Leaders, Managers, Individuals inside and outside organizations

Select Book Titles

- **2019:** Leading Clarity

Select Articles

- [The Breakthrough Strategy to Unleash People, Profit, and Performance](#)

Thinking outside the box sounds like a great way to spur creativity and innovation, but it can take you in directions far removed from your true goals or what you can actually accomplish.