

# Randy Pennington

## Expert in Navigating Change, Transformation, and Building Organizations that Achieve Results

Please contact a GDA agent for information.

### Topics

- Accountability
- Leadership
- Virtual

### About Randy Pennington

Randy Pennington helps leaders make the changes and build cultures they need to achieve positive results in a world of accelerating change.

Randy has worked with many of this country's best-managed organizations including Alabama Power Company, Sprint, Transamerica Life & Protection, and St. Luke's Hospital as well as numerous associations and government agencies. Additionally, Randy serves as an adjunct instructor in the Cox Business Leadership Center at Southern Methodist University.

Randy is author of three books: *Make Change Work*, named the 2013 best general business book by USA Book News; *Results Rule!*<sup>®</sup>, named the 2007 best general business book by USA Book News; and *On My Honor, I Will* which Ross Perot described as having "cracked the code of great leadership."

Pennington's expertise has made him an internationally respected guest commentator with appearances on CNN, PBS, Fox News, the ABC Radio Network, and the BBC. His ideas have appeared as a contributor to *The Huffington Post* and in *The Wall Street Journal*, *Fast Company*, *The New York Times*, *Entrepreneur*, *Executive Excellence*, *HR Magazine*, in numerous newspapers, and many professional/trade association journals.

Randy's background is a unique blend of line, staff, and consulting experience ranging from hourly employee to senior management. He holds a Bachelors and Masters Degree in Psychology and has completed Postgraduate work in Organization Administration and Management.

A dedicated volunteer leader, Randy is past Chairman of the Board for both the American Heart Association, Texas Affiliate and the National Speakers Association Foundation Board of Trustees. Randy was also a founding member of the Texas Council for Cardiovascular Disease and Stroke.

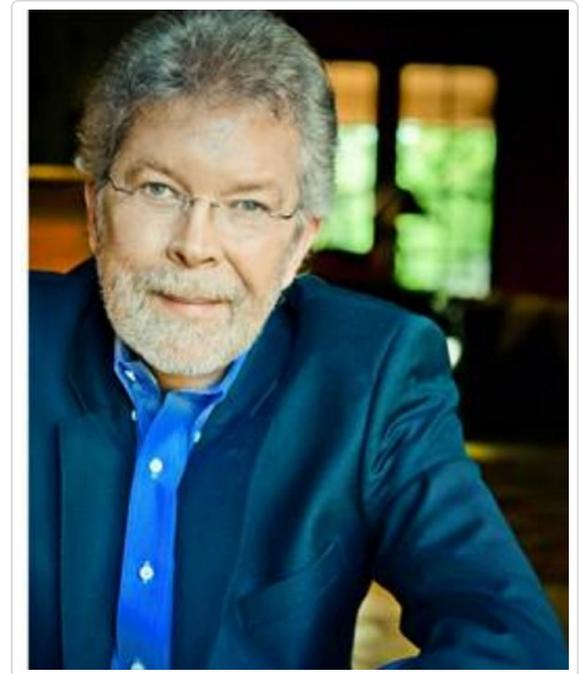
### Select Keynotes

- **Change Your Leadership – Change Your Results**

What if you could have a blueprint for becoming the leader you always wanted to be ... one who inspires trust, respect, commitment, and results from others? Here's the good news – the blueprint exists. This powerful program lays out a clear path for becoming a leader who inspires others to achieve greatness in a turbulent, changing world. Leaders who measure up will enjoy a competitive advantage through stronger relationships, commitment, trust and loyalty. Citing real-life examples from legendary leaders such as Ross Perot, Mary Kay Ash, and Rex Tillerson, as well as corporate examples from legendary companies such as Sewell Automotive, Southwest Airlines, and SmithBucklin, Randy Pennington provides you with the strategies you can immediately. You will learn how to: \* Build trust and stronger relationships with your customers and employees \* Create a culture and environment where people volunteer their commitment to help you succeed \* Promote accountability for results \* Build support for continuous growth and change Your long-term success depends on your ability to influence others. Don't miss this opportunity to learn and share great ideas with like-minded colleagues.

- **Dodos & Coyotes: Only the Nimble Survive**

The story of two animals reveals what it will take for you to remain relevant and successful in the future. The dodo bird went from living a comfortable life in a wonderful environment to extinction in less than 100 years. In contrast, the coyote has expanded its territory and flourished as its way of life was threatened and altered. So which are you? A dodo or a coyote? Only the nimble survive. This session provides you with the strategies and mindset you will need to thrive in the face of constant change and uncertainty. In this unique and memorable session, you will learn: \* Where you are right now – if you are a dodo or a coyote \* The seven characteristics that doomed the dodo and make the coyote the model for nimbleness and adaptability \* The three steps you must take immediately to avoid becoming a dodo and thrive like the coyote in the



future

- **Make Change Work™: Staying Nimble, Relevant, and Engaged in a World of Constant Change**

A fundamental shift is occurring in how business is conducted. Change no longer influences the environment — it is the environment. This session provides practical tools to help leaders and organizations meet the challenges of continuous change in these transformational times. New challenges are presented to us every day. We can survive and flourish by learning to stay nimble, relevant, and engaged in a constantly changing world. Participants in this entertaining, fast-paced session receive practical information based on Randy Pennington's 20 years of experience helping organizations initiate and manage change. The specific content will be designed and customized for you from the following list of objectives. At the end of the session, participants will be able to: \* Describe how change has changed and why the ability to continuously and quickly adapt is critical for personal success and business survival \* Identify the five reasons why individuals and organizations have difficulty adapting to change and what you can do to overcome them \* Utilize seven change leadership strategies to turn intentions into action that enables your team to change more quickly and often \* Address seven behaviors your team members may exhibit to block change \* Develop personal strategies to thrive in the midst of change and make change a way of life

- **RESULTS RULE!® Be a Hero in a "Me Too" World**

Your organization is either a hero, has-been, or wanna-be. That's where creating a Results Rule! culture will turn your uniqueness into a competitive asset that clears the playing field. Results Rule! is all about getting focused on producing results year... after year... after year and breaking out of the "me too" club. The marketplace never lies – Results Rule! Randy Pennington is a 20+ year business performance veteran and an expert in helping companies build a culture focused on results. His insights align the strategic issues of relationships, accountability, and results to create a sustainable competitive advantage in a "me too" world! You will walk away from this session with strategies you need to: \* Establish a clear distinction between you and... the other guy \* Build and grow a culture focused on producing results \* Create the catalyst for enhancing customer value and increased effectiveness in everything you do A compelling culture is the competitive asset that sets you apart. Here's an opportunity to stop standing in the way of your own success.

- **VIRTUAL: Leading in the New Next**

**There is no more new normal. There is only a New Next** with unprecedented demands on you and your business. The economy is in trouble. The competitors you know are improving. The ones that you don't know are planning your disruption. Your employees are changing ... or need to change, too.

Rolling out new marketing, technology, or even innovation isn't the answer. The transformation you need is ultimately about people. **Randy Pennington has identified the three accelerators of transformation and continuous change you need to flourish in the New Next.**

### Select Book Titles

- **2013:** Make Change Work: Staying Nimble, Relevant, and Engaged in a World of Constant Change
- **2009:** On My Honor, I Will: The Journey to Integrity-Driven® Leadership
- **2006:** Results Rule!: Build a Culture That Blows the Competition Away

### Select Testimonials

"The topic of change management is usually boring or intimidating, but with you it was neither."

— *DeVry University*

"We have had 16 consecutive corporate retreats, and you are only the second presenter we've asked back for a return engagement."

— *First Texas Bancorp*

"My only regret was that I scheduled your session for only one hour."

— *Goodwill Industries International*

"It was evident that your presentation was about ISACA and not a "canned" event like so many other speakers...The way you fielded some difficult questions from the floor was not just good, it was outstanding!"

— *Information Security Audit & Control Association*

“The improvement during the past year has been remarkable. Highlighted by our \$25 million profit turnaround... your involvement and leadership has been extremely beneficial in achieving this transformation.”

– *Inland Paperboard & Packaging*

“Randy Pennington is one of a very small list of people who have the ability to capture an audience in a keynote, and work with our organization as a partner for years to develop an in-depth, interactive leadership development curriculum. Our members love him.”

– *International Right of Way Association*

“It's rare for someone to show how concepts normally associated with the private sector can work in the public sector.”

– *IRS, Wage & Investment Division*

“Our members have to produce results in the real world, and you provided information that can be implemented immediately.”

– *National Asphalt Pavement Association*