

# Sandy Asch

## Learn From The Expert Who Taught The San Diego Zoo to ROAR

Please contact a GDA agent for information.

### Topics

- Change Management / Organizational Change
- Corporate Culture & Governance
- Emotional Intelligence
- Employee Engagement
- Leadership
- Work-life Balance

### About Sandy Asch

Sandy Asch is a TEDx Speaker, best-selling author, and resilience thought leader. Her book, ROAR, was named by Inc. magazine as one of the best business books written by a woman. Over the past 20 years, through keynote presentations and workshops, 45,000+ leaders in 50 countries and 6 languages have implemented Sandy's ideas to navigate change, manage work-life balance and be more resilient - to ROAR with purpose and passion.

Sandy grew up in South Africa where she often observed the behavior of the lioness and her pride. The courage of the lioness inspired her work with the world famous San Diego Zoo where she worked as a consultant for six years. Her partnership with the Zoo helped boost customer satisfaction scores to a 99-year high, improve employee engagement, and increase revenue by 23% resulting in more than 10 Best Place to Work awards.

Sandy is fiercely passionate about inspiring women to BE BOLD and rise up in leadership - to embrace their strengths at a time when women are being called UPON to speak up and take the lead more than ever. She believes that changing the world doesn't require that women become more like men. Rather, it demands that women own and exercise their innate leadership abilities to influence change through soft strength.

Clients include Ecolab, San Diego Zoo, LPL Financial, Berkshire Hathaway, Corning, Cheniere Energy, Universal Studios, Qualcomm, UCLA Anderson School of Business, City of Houston, Amegy Bank.

### Select Keynotes

- **UNLEASH YOUR ROAR: The 5 secrets to success in an uncertain world**

Spark your and your team's energy and positivity. In this inspiring keynote Sandy uses lessons from the animal kingdom and real stories from the world famous San Diego Zoo and other organizations that unleashed their employees' ROAR – going from a deflated work environment to roaring with passion again. Sandy will show you how to bring contagious joy and energy to your work, unleash your powerful PURPOSE, and create a future of joy, and be RESILIENT.

- ◊ Develop a proactive mindset to thrive in challenging times
- ◊ Create healthy balance and avoid burnout
- ◊ Learn how to stay calm and positive through uncertainty

- **THE POWER OF SOFT STRENGTH: How women influence change**

Changing the world doesn't require than women become more like men. Rather, it demands that women own and exercise their natural power and unique leadership abilities to influence change through soft strength. In this inspiring keynote delivered at **TEDx women**, Sandy empowers and emboldens women to take a cue from the lioness, to embrace their strengths and rise up in leadership – to let their ROAR be heard.

- ◊ Harness your natural feminine attributes to influence change
- ◊ Use failure to fuel your energy



- ◊ Velcro to other women to get the support and encouragement you need

- **FearLESS: Creating a “SpeakUP” Culture**

Imagine a workplace where every employee brings their whole self to work everyday, and every voice is heard fully and freely. When you create a FearLESS workplace, your team feels safe to speak up, share wild ideas, admit mistakes and use failure as a force for good. This is how you spark innovation, boost team performance and improve business outcomes. Learn how to establish a SpeakUP culture where trust and belonging flourish, inclusion and diversity thrive and employee performance soars.

- ◊ Create a culture of truth telling, trust and transparency where every voice is heard
- ◊ Explore how to use failure as a force for good and accelerate business growth
- ◊ Influence every team member to bring their whole self to work so they add maximum value and have a deep sense of belonging

- **SPARKING EXPONENTIAL GROWTH: Inspiring your team to STEP UP and produce outstanding results**

At a time when many people are thinking small, holding back, hoping and waiting, you can either give in to fear and uncertainty or defy the odds. You can use this complex and uncertain time to accelerate your growth -- become wiser, stronger and become more effective. You can leverage the uncertainty to achieve your next level of success - to spark exponential (XO) growth for yourself and your team.

- ◊ Keep up with radical change and disruption
- ◊ Step UP and take BOLD action to defy the odds and stay RELEVANT
- ◊ Build mental immunity to stay focused and super productive
- ◊ Inspire and strengthen others to perform at their next level

- **HOLDING YOUR GROUND: How women transcend the challenges of the COVID world and boldly succeed**

These are exciting times for women. We are being urged and encouraged to be BOLD, to rise up and let our voices be heard. But, pandemic burdens are putting our hard fought gains in leadership and pay equity at risk. Through childhood stories observing the lioness in the wild, Sandy Asch puts out a call to all women to transcend the challenges of the COVID world and emerge stronger, wiser, and more successful- to let their ROAR be heard.

- ◊ Embrace current circumstances to STEP UP - set yourself up for exponential (XO) growth
- ◊ Renew your confidences to SHOW UP fully and unapologetically
- ◊ Recommit to SPEAKING UP - let your ROAR be heard and influence change

### Select Book Titles

- **2016:** Roar: How to Build a Resilient Organization the World-Famous San Diego Zoo Way
- **2007:** Excellence at Work: The Six Keys to Inspire Passion in the Workplace

### Select Articles

- [How I was out gifted by my client](#)

I thought I was giving my client a BIG gift by helping them to develop a strategic plan and reshape their future. But, the gift I received was far greater. I was “out gifted.”

- [To Cross an Ocean You Must Be Willing to Lose Sight of the Shore](#)

Five lessons on how to lead through change

- [Taming the Savage Culture:](#)

When Tim Mulligan became chief HR officer at the world-famous San Diego Zoo in 2004, the workforce was tired, stressed, distracted and disconnected. That was bad for them, the customers and the bottom line, so Mulligan immediately began focusing on shifting the organization’s culture. Based on that transformation, Mulligan and Sandy Asch, principal of the consultancy Alliance for Organizational Excellence, wrote Roar. The book shares the employee-development and rewards programs they put in place and provides guidance to HR and other business leaders on how to achieve similar results.

### Select Testimonials

“We were very honored to have Sandy Asch as a keynote speaker at the Women’s Energy Network 2019 National Conference in Denver, Colorado. I have already started recommending Sandy to other professional organizations that are looking for powerful and impactful keynote speakers. Thank you, Sandy, for making our conference a ROARING success!

— Colleen Jarrot, Of Counsel, Baker Donelson

"Thank again for joining us at Women's Foodservice Forum Annual Leadership Development LIMITLESS Conference this year! You were a huge hit."

– Dana Minton, Director Corporate Partnerships, Women's Foodservice Forum

"You were amazing! We loved your ability to engage with us."

– District Sales Manager, U.S. Foods

"I had the honor of participating in a resilience workshop presented by Sandy Asch. From the moment she started speaking she captured us with engaging stories. Her workshop was filled with research and sound guidance on how we can be more resilient as women in leadership. If you have the opportunity to attend an event featuring Sandy, do yourself a favor and don't miss it."

– Dr. Lisa Toppin, Chief Diversity Officer, LPL Financial

"Clear, simple message packed with value. Extremely well delivered."

– Ellen Sheehan, Executive Director, UCLA HARRT at Anderson School of Business

"Insightful, inspiring and perfectly delivered. I highly recommend Sandy as a speaker to anyone looking to inject energy, passion and direction into their organization and even their personal life."

– Fernanda Banega, HR Director, Baker Hughes, a GE Company

Resilience is very much needed in these uncertain times. Sandy offers a framework to deal with the challenges we will face in the business world and protect our best resources. Outstanding topic. Outstanding presenter.

– Gasper Mir, Chairman of the Board, Luby's and Fudruckers

"Sandy is a powerful and dynamic speaker. Her talk on resilience is extremely relevant and well based in real life stories and examples. Excellent session!"

– Hilary Ware, Chief Human Resources Officer, Cheniere Energy

"Thank YOU, Sandy!! I'm in awe of your thoughtful and thorough preparation and your integration of videos and even table work into your 60 minute keynote. It was so polished and substantive – and I especially appreciated the way you wove in previous sessions so the women felt the connection points clearly on their journey."

– Kerry Seitz, Executive Director, Women in Leadership Institute, Linkage

Sandy Asch has captured the essence of what it takes to build a winning culture. By utilizing these concepts, one can successfully lead in the ever-changing business climate that the world demands today. A refreshing approach from an inspirational leader in her own right.

– Kevin Friar, EVP, Ecolab

Thank YOU, Sandy!! I'm in awe of your thoughtful and thorough preparation and your integration of videos and even table work into your 60 minutes. It was so polished and substantive – and I especially appreciated the way you wove in previous sessions so the women felt the connection points clearly on their onsite journey. You had a clear set of four points Your presentation was visually appealing and simple and effective Your use of quick video clips was seamless and engaging There was a clear beginning / middle / end: I knew what to do when it was over; what to focus on. Your style of communication was grounded, centered, graceful and genuine. You are believable and highly credible. And it was fun!!! I value fun.

– *Linkage*

“You were amazing! I honestly can't think of a more perfect way to have wrapped up the conference. You did a brilliant job of bringing the ROAR story to life for the audience in a really personal and engaging way.”

– *Managing Director, LEAP Conferences*

I had the pleasure of hearing Sandy speak at the 2017 Women's Energy Network National Conference in Houston, and I can honestly say that hers was the best session I attended during the two-day event. Her five-step ROAR strategy really impacted my thinking and I was able to take home lessons that I am now implementing slowly but surely. We very much look forward to bringing her and her knowledge to our members in Denver very soon!

– *Sally Hallingstad, Executive Director, Denver Petroleum Club*

“Amazing workshop and speaker! Sandy's presentations are engaging, impactful, and FUN! Participants leave feeling empowered with new skills that not only help them build on their own personal resilience but reenergized to focus on making their own business or company a “roaring” success!”

– *Suzie Jones, Former EVP, Amegy Bank*

“Phenomenal session! Thank you for all your words of wisdom. ROAR!”

– *Talent Manager, Chick-fil-A*

We adopted Sandy Asch's core principles as our Global Rules of Engagement to establish a set of expectations for employees at every level that help us provide a GRRREAT customer experience and strengthen our World Famous reputation. As a result we have experienced record guest attendance, record revenues and employee engagement scores have increased by 20%.

– *Tim Mulligan, CHRO, San Diego Zoo Global*

“I had the privilege of sharing the agenda with Sandy Asch at a Women in Banking Conference. She's a dynamic speaker and provides useful take aways. Because her presentation is interactive, her suggestions seem to stick in the front of mind. I walked away feeling inspired and committed to change.”

– *Vice Chair, American Bankers Association*

I had the tremendous pleasure of seeing Sandy Asch speak this past January. The topic could not have been more timely given the uncertainty in our world and the impact this uncertainty has on the world of Global Mobility. Sandy and Tim's work encompasses many of the key attributes that will drive employee and team success in the future. ROAR reminds us that resiliency is absolutely key to building an innovative organization that thrives on overcoming challenges. As the father of two amazing daughters I was personally moved by the relevancy of this work to raising children! Personal growth is not merely about winning, it's about how you play the game and more importantly, how you overcome your biggest challenges.”

– *William Taylor, Partner, Lewis Brisbois*