

# Liz Wiseman

## CEO of The Wiseman Group; Author

Please contact a GDA agent for information.

### Topics

- Business Growth Strategies & Trends
- Innovation & Creativity
- Leadership
- Teambuilding & Collaboration
- Thought Leader



### About Liz Wiseman

Liz Wiseman is a researcher and executive advisor who teaches leadership to top organizations worldwide. She wrote the *New York Times* bestsellers *Multipliers*, *The Multiplier Effect*, and *Wall Street Journal* bestsellers *Rookie Smarts* and *Impact Players*.

She is the CEO of the Wiseman Group, a leadership research and development firm headquartered in Silicon Valley, California. Some of her recent clients include Apple, AT&T, Disney, Meta, Google, Microsoft, Nike, Salesforce, Tesla, and X. Liz has received the top achievement award for leadership from Thinkers50. She has also been consistently named one of the world's leading 50 management thinkers in its bi-annual ranking.

Liz has conducted significant research in leadership and talent development. She writes for *Harvard Business Review*, *Fortune*, and various other business and leadership journals and is a frequent guest lecturer at Brigham Young University and Stanford University. She is a former executive at Oracle, where she worked as the Vice President of Oracle University and the global leader for Human Resource Development. Liz holds a bachelor's degree in business management and a master's in organizational behavior from Brigham Young University.

### Select Keynotes

- **Multipliers**

Are you a genius or a genius maker? We've all had experience with two dramatically different types of leaders. The first type drains intelligence, energy and capability from the people around them. These are the idea killers, the energy sappers, the diminishers of talent and commitment. The other type are leaders who use their intelligence to amplify the smarts and capabilities of the people around them. When these leaders walk into a room, ideas flow, problems get solved and success happens. These are the leaders who inspire employees to stretch themselves and get more from other people. These are the Multipliers. Just imagine what your organization could accomplish if you could harness all of the energy and intelligence that sits inside it. In this keynote, *New York Times* bestselling author and researcher Liz Wiseman will reveal the Multipliers framework and immediately actionable ways to start leading like a Multiplier.

#### Keynote Elements:

- 90 minutes of highly engaging and interactive content
- Insightful self-reflection that resonates with each attendee
- A powerful but surprisingly simple framework that connects teams by creating a sense of community and using a shared new language
- A design call with Wiseman one month prior to the event where the client shares the organization's goals for the session, the pressure points they may be dealing with and the desired takeaways for the attendees. From the design call, Wiseman will create a custom keynote that aligns with the organization's objectives.

#### Participant Will Learn:

- the resoundingly positive and profitable effect that Multipliers have on organizations
- how to get more done with fewer resources
- how to attract, develop, and retain talent
- how to amplify intelligence and cultivate energy to drive organizational success
- tangible takeaways that make a big impact but are easy to put into action

- ◊ how being a Multiplier can lead to greater job satisfaction and fulfillment

## • Impact Players

In every organization there are Impact Players – those indispensable colleagues who can be counted on in critical situations and who consistently receive high-profile opportunities. Whether they are on center stage or behind the scenes, managers know who these top players are, understand their worth and want more of them on their team. While their impact is obvious, it's not always clear what actually makes these professionals different from their peers.

In the interactive Impact Players keynote, New York Times bestselling author and researcher Liz Wiseman reveals the secrets of these stellar professionals who perform at a higher level. Drawing on insights from leaders at top companies, Wiseman explains what the most influential players are doing differently, how small and seemingly insignificant differences in how we think and act can make an enormous impact, and why – with a little coaching – this mindset is available to everyone who wants to contribute at their highest level and do more meaningful work.

Wiseman identifies the mindsets that prevent otherwise smart, capable people from contributing at their full potential and the five key practices that differentiate Impact Players:

- ◊ While others do their job, Impact Players figure out the real job to be done.
- ◊ While others wait for direction, Impact Players step up and lead.
- ◊ While others escalate problems, Impact Players move things across the finish line.
- ◊ While others attempt to minimize change, Impact Players are learning and adapting to change.
- ◊ While others add to the load, Impact Players make heavy demands feel lighter.

Using rich content, memorable visuals and lively discussion, Wiseman engages participants in self-reflection and equips them with actionable takeaways. Participants feel enlightened and motivated to take the lead, play bigger and multiply their impact.

## Select Book Titles

- **2021:** Impact Players: How to Take the Lead, Play Bigger, and Multiply Your Impact
- **2014:** Rookie Smarts: Why Learning Beats Knowing in the New Game of Work
- **2013:** The Multiplier Effect: Tapping the Genius Inside Our Schools
- **2010:** Multipliers: How the Best Leaders Make Everyone Smarter

## Select Articles

- [Liz Wiseman on Dare To Lead Podcast with Brené Brown](#)

In this episode, I'm talking with Liz Wiseman, author, researcher, and executive adviser about her new book Impact Players: How to Take the Lead, Play Bigger, and Multiply Your Impact. Liz has done research across organizations around the world, talking to managers about what impact players look like, what sets them apart, and how they contribute. With this research, she gives us language to recognize the attributes of an impact player and to grow those characteristics in our own lives to make our work and our impact more fulfilling.

- [Liz Wiseman's 5 Secrets To Make Your Team Smarter](#)

Liz Wiseman worked at Oracle for 17 years, is one of the Top 10 Leadership Thinkers in the World, and the best-selling author of Multipliers: How the Best Leaders Make Everyone Smarter. I recently interview Liz on the LEADx podcast to discuss the ways leaders can elevate those around them. (The interview below has been lightly edited for space and clarity.)

- [Are you an Accidental Diminisher?](#)

Are you an Accidental Diminisher? Take the Quiz. Most Diminishing is Accidental While the narcissistic leaders grab the headlines, the vast majority of diminishing happening inside our workplaces is done by the Accidental Diminisher—managers with the best of intentions, good people who think they are doing a good job leading. Accidental or not, the impact on their team is the same – Diminishers only get ½ of the true brainpower of their people.

- [The ROOKIE SMARTS Quiz](#)

1. Identify Your Current Challenge Level In a fast-paced, constantly changing environment it is easy to find oneself red lining trying to keep pace with it all. Or we can get burnt out from repeatedly applying the same, known solutions to changing scenarios with less than stellar effects. This simple quiz can help you identify the challenge level of your current situation and give you the power to fully engage as a learner to perform at your best.