

# Christine Comaford

## Neuroscience-Based Leadership Coach; Predictable Revenue, Passionate Teams, and Profitable Growth

Please contact a GDA agent for information.

### Topics

- Business
- Change Management / Organizational Change
- Corporate Culture & Governance
- Entrepreneur
- History
- Leadership
- Networking
- Sales

### About Christine Comaford

Bill Gates calls her “super high bandwidth.” Bill Clinton has thanked her for “fostering American entrepreneurship.”

For more than 30 years Leadership and Culture Coach, Serial Entrepreneur, and New York Times bestselling author Christine Comaford has helped leaders navigate growth and change. Christine is sought after for providing proven strategies to shift executive behavior to create more positive outcomes, enroll and align teams in times of change, profoundly increase sales, product offerings, and company value. Christine’s coaching, consulting, and strategies have created hundreds of billions of dollars in new revenue and company value for her clients. The potent neuroscience techniques she teaches are easy to learn and immediately applicable to help leaders see into their blind spots, expand their vision, and more effectively influence outcomes.

Here are some highlights:

- Christine was recently named one of the [Top 50 Human Behavior Experts to Follow in 2017](#) and one of the [Global Employee Engagement Influencers in 2017](#)
- As an entrepreneur, she has built and sold 5 of her own businesses with an average 700% return on investment
- She has served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups (including Google)
- She has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small and medium-sized businesses
- She has repeatedly identified and championed key trends and technologies years before market acceptance, due in part to her work as a software engineer in the early days of Microsoft, Apple and Adobe
- Christine is a leadership columnist for [www.Forbes.com](http://www.Forbes.com) and she lectures at Harvard Business School
- She has appeared on Good Morning America, CNN, CNBC, MSNBC, FOX Business Network, PBS, CNET and Stanford Graduate School of Business has done two case studies on her unconventional rise to success as a woman with neither a high school diploma nor college degree
- Her three bestselling business books are Wall Street Journal bestseller & USA Today bestseller *Power Your Tribe: Create Resilient Teams in Turbulent Times* and New York Times bestsellers *SmartTribes: How Teams Become Brilliant Together* and *Rules for Renegades*.

Christine believes we can do well and do good, using business as a path for personal development, wealth creation, and philanthropy.

Christine has executed keynotes for more than 52 YPO engagements to rave reviews.

### Select Keynotes

- **Create The Culture Of Your Dreams: Thank God It's Monday**

What does employee engagement really mean?



How do we create it, maintain it, grow it, make it fun?

Can we create the conditions to make employees eager for Monday, and even look forward to it?

In this session you'll learn:

- ◊ How to cause insights and ideas in people, so they feel more motivated and engaged to implement them
- ◊ How to bring about great mental clarity and focus, and the key structure required to get and keep momentum
- ◊ The 4 most effective (and free) cultural rituals that will bring emotional engagement to record highs
- ◊ The 15 questions that will determine if your culture is in trouble or on track
- ◊ The three things all humans crave—and how to decode what a person really wants so you can give it to them... causing enduring trust
- ◊ A “next steps” checklist to ensure you implement these techniques optimally

• **Guarantee Growth: Leverage Neuroscience to Get Predictable Revenue, Passionate Teams, Profitable Growth**

Are you consistently growing revenues and profits each year?

Are your team members highly efficient, energized and emotionally engaged?

Are your sales people able to accurately predict their performance?

In this value-packed program you'll learn key neuroscience techniques that have enabled 50 of the fastest-growing North American companies, plus tech titans Google, Apple, Microsoft, Oracle and others, to get year-over-year profitable growth and have lean peak performing teams.

You'll learn:

- ◊ How growth—and the lack of it—is surprisingly formulaic and predictable
- ◊ A template to ensure you navigate to, and through, your next revenue target
- ◊ How leaders unintentionally activate the pain network in the brain—and how to activate the reward network to enable employees to have profound insights and powerful momentum
- ◊ 2 best ways to get deeply loyal high performing employees without spending a dime
- ◊ 2 ways to optimize your profits while fueling consistent growth
- ◊ Sales closed up to 50% faster and up to 44% more of pipeline closed

• **Influence Any Outcome: Using Neuroscience To Sell Better, Lead Better, Market Better**

Influence is no longer about doing something to someone to get what you want.

Real influence is about forging deep connections quickly, stepping into someone's world authentically, and striving for consistent win/win outcomes.

You'll learn:

- ◊ The potent yet easy to learn techniques Bill Gates used to make Windows a world standard, and Bill Clinton used to balance the American budget
- ◊ How to be instantly compatible with someone and communicate in their “operating system” to powerfully influence, connect, and build rapid trust
- ◊ The 3 things all human beings crave, and how to provide them to deeply motivate others
- ◊ Specific and highly successful applications of these techniques in sales, marketing, talent and board management and recruiting scenarios

• **Make Your Team Smarter Overnight: The Neuroscience Of Compelling Leadership**

How would your business grow if you could become smarter overnight?

What would the impact be if you could tap into more parts of your brain to increase innovation, creativity, emotional engagement, vision, feelings of safety, belonging, and mattering?

And what would the impact be if you could guide your entire company to this state too?

You will learn:

- ◊ 5 proven tools leaders love that get leaders key results:

- ◆ 5-15 more hours per week of free time
- ◆ A team that is 35%+ more productive in 6 months or less
- ◆ Team member emotional engagement increased by 67-100%
- ◆ More energy, turn stress into enthusiasm

- **Quota Busters: Inside The Brain Of Your Buyer**

Do you want predictable, high margin revenue?

Are you generating high quality leads on a regular basis and quickly converting them to clients?

Do you have a path to convert those clients into repeat clients and vibrant referral sources?

Do you want a proven sales and marketing process and plan to achieve these key results?

In this highly interactive session, we explore aspects of neuroscience that can be applied to sales with remarkable results.

You'll learn:

- ◆ The 3 things all human beings crave—and how to provide them to motivate anyone, anywhere, any time
- ◆ A proven process to pre-condition prospects to buy from you and have positive feelings toward you
- ◆ How to close sales up to 50% faster and close up to 44% more of your pipeline
- ◆ How to inject more energy and enthusiasm into the sales process
- ◆ Tools to manage the emotional state of your sales team and keep them focused on reward

### Select Book Titles

- **2018:** Power Your Tribe: Create Resilient Teams in Turbulent Times
- **2013:** SmartTribes: How Teams Become Brilliant Together
- **2007:** Rules for Renegades

### Select Articles

- [Increase Employee Engagement By 300% With This Daily Practice](#)

More frequent informal feedback, plus performance motivation to work through the more formal self-evaluation process is key for employee engagement. It's time for leaders to adapt and give feedback that is more humane, less awkward, more timely. Because if your team isn't happy and feeling respected, they're outta here. Today's leaders need simple and fast practices that rapidly increase employee engagement while encouraging performance and course-correction.

- [Emotionally Resilient Leadership Starts With Embracing Energetic Weight: A Case Study](#)

Energetic Weight is like the foundational components of a building. If one pillar is out of place, then the structure gets wobbly. If one pillar is too big or too small, then the ceiling tilts and loses balance. In Energetic Weight challenges, I see leaders being "inappropriately small" and letting their direct reports become "inappropriately big" by default. They're not owning their role and the power and authority it brings. They're not standing in their appropriate "weight". If you don't stand in your Energetic Weight, someone else will, and if you're the leader, anarchy will result.

- [The Surprising Link Between Customer Experience And Employee Engagement](#)

According to Aimee Lucas, Customer Experience Transformist and VP at Temkin Group, 55% of all the companies surveyed want to be best in their industry or better than all companies in any industry when it comes to the level of CX they deliver they deliver within three years. That's a big crowd wanting to get into a small, small slot.

- [How To Stop Being Blindsided By Change](#)

Change blindness = when we miss a huge change because we were focused elsewhere. Perhaps a key employee became disengaged and you could have prevented it. Or a high-potential employee kept asking for greater challenge, and before you noticed the flight risk, they left. We've all experienced change blindness. It's often a result of not being present because we are pulled in too many directions. Heck, you likely would've really liked to see the change you missed, maybe you would have even benefited from it, but your brain deleted it. Why?

- [3 Daily Actions That Guarantee Work-Life Balance For Leaders](http://smartertribesinstitute.com/3-daily-actions-that-guarantee-work-life-balance-for-leaders/)

If you aren't having fun when you aren't at work, it may be time to reflect. Life is a balancing act, and work will become less fulfilling if your downtime is void of ease, grace, joy, and fun. These are the three actions that leaders can do each and every day that will put them on the path towards guaranteeing work-life balance.

- [Remote Employees Are Angry: 3 Keys To Re-Engage And Boost Performance](#)

Are your remote team members thriving or suffering in silence? A recent article in Harvard Business Review, by Joseph Grenny and David Maxfield, discussed their study of remote employees and their findings were powerful. Learn strategies for re-engaging and re-aligning remote employees.

## Select Testimonials

“On behalf of our entire Liberty League family, thank you for the incredible excitement and energy generated by your presentation at our Liberty Conference in Cancun. Thank you for your professionalism, commitment and inspiration.”

— Brent Payne, CEO, Liberty League International

“Christine was one of the highest ranking speakers at our recent event — no surprise given her sense of humor, terrific content and wonderful energy. At the follow-up reception she was bombarded with Q&A for over two hours and she was happy to stay and share her connections and ideas with each and every attendee. I highly recommend Christine as a speaker at your upcoming event. She will definitely WOW your audience!”

— Denise Brosseau, Invent Your Future

“We were thrilled to have Christine lead our recent Silicon Valley Women in Leadership Symposium. She kept the energy, value, and enthusiasm high throughout our three hour afternoon session. Our audience was deeply engaged and the reviews were among our best ever. If you want an engaging, high-energy speaker, plus high value strategies your audience can immediately apply, Christine is the answer.”

— Jazmin Potucek, National Diversity Council

“Christine's keynote at our annual client conference was a smashing success! 300 Human Resources professionals rated her program as one of our best ever—it was rich in practical techniques, profound insights, and plenty of humor (much appreciated after lunch!). Christine made neuroscience and the brain approachable, and our clients were thrilled to learn how easy and yet impactful her tools are. We'll certainly have Christine again.”

— Karl E. Hansen, President & CEO, The Vita Companies

“Christine delivered a thought-provoking keynote at our recent client and team appreciation event. The audience was entertained, encouraged and gently challenged to take their careers and lives to the next level. Christine's pragmatic techniques for reinventing oneself, increasing connection with others, and delivering results were all spot-on. The feedback has been phenomenal!”

— Kim Hopkins, SVP, National City Bank

“Your keynote at our client appreciation event was a smashing success! Thanks for a lively, inspirational, thought-provoking program. I know everyone left with tangible take-aways to both excel in their careers and lead balanced, fulfilling lives. Thanks Christine!”

— Kyleen Fishwick, Businessweek

“I think Christine Comaford is a Rock Star in the modern business world. Her approach to business leadership and management is cutting edge. It will soon be the new norm, as others will become obsolete. Christine's session at our chapter was our best so far! Everyone stayed well past the ending time, and the comments on tremendous take home value continue to stream in. Her expertise in applied neuroscience is vast—she taught us techniques for optimizing sales, marketing, leadership, execution and she explained them in easy to learn and powerful ways. Christine was generous with her time, working one-on-one with chapter members and even our forum to iron out key leadership challenges. It was a truly invigorating event! I look forward to working with Christine to have her back at future events for both my chapter and my businesses.”

— Luke Williams Ed Chair, YPO Connecticut

“You rocked. Thank you very much for the extraordinary job you did today. People were high from your energy. WOW!! Great presentation. Thank

you again.”

– *Marc Ruosso, EO Event Chair*

“Our members rely on us to provide them with leading-edge speakers and break-through ideas. Christine keynoted our annual CEO conference and got a standing ovation. Need I say more? Nope.”

– *Michael Sansolo, SVP, Food Marketing Institute*

“Christine Comaford is one of the most dynamic, stimulating and knowledgeable speakers you will ever meet.? I work with hundreds of CEOs and Christine has the street smarts and guts of any great entrepreneur (she's built five companies herself.)? As a result, she not only talks about topics that resonate with CEOs and business leaders, but she has lived them herself.? Our CEOs gave her session rave reviews for tremendous take-home value that was immediately relevant to their business. If you have the opportunity to work with Christine, you will be quite lucky indeed!”

– *Paul Witkay, Founder & CEO, Alliance of Chief Executives*

“Christine keynoted our Global Sales conference and received rave reviews! Our team learned practical ways to quickly establish rapport, to rock rejection, and to reinvent themselves—all while keeping an eye on delivering the massive customer value Ariba is known for. Bravo!”

– *Paula Cabacungan, Sr. Director, Ariba*

“It was a very great pleasure to meet and listen to you. The students couldn't stop raving about your presentation and about you. On a scale of 1-100, you were a 1000. Many thanks for coming and giving us so much!”

– *Phillip H. Gordon, Mills Graduate School of Business*

“How do you get a room full of accomplished entrepreneurs and executives transfixed? Christine Comaford, that's how. Her program invigorated, surprised,?and moved high achievers to find more meaning in their work, be more authentic and fulfilled, and ultimately, get more out of their teams. If you want results like this, call Christine. I certainly will again!”

– *Reza Bavar, Chair, EO Alchemy*

“Christine's high-energy presentation style and heartfelt message made a significant impact on women who attended ATW's Volunteer event. She generously shared personal stories which made the presentation come alive.”

– *Sally Crawford, President, ATW Silicon Valley*

“You have to see Christine to believe her—and even then it's hard. The audience, tired after several days of intensive training, was captivated. Christine goes beyond mere credibility, intelligence, enthusiasm and humor to something very rare indeed: a feeling in the audience that she is their best friend, mentor and ultimate champion. And she is. Awesome!”

– *Seymour Segnit, Founder & President, Change That's Right Now*

“Spend five minutes with Christine Comaford and the overriding impression you get is one of energy... velocity... sheer momentum. Christine is a whirling dervish of action and inspiration. She is the rarest of Silicon Valley personae: the bottom-line financier with a top-line evangelistic zeal.”

– *Stanford School of Business*

“If you need a speaker to engage your most difficult audience -- "Type A", dynamic business leaders that are often difficult to engage, you need Christine Comaford. Her ideas and techniques are both specific and ACTIONABLE?when it comes to generating predictable revenue, building

passionate teams and driving profitable growth, and are delivered in a fun and fascinating way. ?Our clients are still talking about her presentation and consider it our best yet! Put her in front of your toughest audience and you won't be disappointed!"

– *Sunny Nunan, President & Founder, Core24*

"How do you inspire a global sales force to adopt new, high velocity sales techniques and get beyond 'no' even in the face of a down economy? Christine Comaford. That's how. Thanks for rocking our sales conference! Your proven tactics for sales and life success left everyone inspired, invigorated, and ready to exceed their quotas!"

– *Tim Minahan, CMO, Ariba*

"How do you keep a room full of high energy bright brains engaged for 3 hours? Christine Comaford, that's how. Her fascinating and highly interactive program had our chapter engaged, having insights, and gave them terrific take home value. We were thrilled with the reception to the event, and our Christine even stayed late to help some members through specific business challenges. If you want to inspire, motivate, enthrall your chapter, invite Christine. She's a remarkable and generous resource, and we look forward to hosting her again."

– *Tyler Gompf, Ed Chair, YPO Manitoba*