

Keith Wyche

Practicing C-Suite Executive; Author; Change and Transformation Thought Leader

Please contact a GDA agent for information.

Topics

- Business Growth Strategies & Trends
- Diversity & Inclusion
- Innovation & Creativity
- Leadership
- Navigating Change & Uncertainty
- Resilience

About Keith Wyche

With more than 30 years of experience, earning bottom-line results for some of America's best known corporations including Walmart, Ameritech, Convergys, AT&T, IBM, Pitney Bowes and SuperValu. Keith Wyche has risen to become a successful corporate president and one of the highest-ranking African-American executives in the U.S. Keith understands the rules for success, rules he now shares as an author, speaker, and thought leader.



Corporate Transformation Leader

Keith Wyche knows first-hand how to lead an organization through change and with intentional DEI development. As President of Cub Foods (a division of SuperValu), a \$3 billion grocery chain with more than 8,000 employees, Keith led the division to double-digit sales growth in his first year. After successfully turning around Cub Foods, SuperValu needed Keith to turn around Acme Markets (a larger division of SuperValu with 113 grocery and pharmacy stores and 11,000 associates) that had been on a downward spiral as sales and profits had declined for the prior five years. Within a year as President, Keith had reversed that trend and led the chain to growth for the first time in a half a decade. Before joining SuperValu, Keith was President of U.S. Operations for Pitney Bowes. There he turned around an organization that was losing clients, seeing its competition eat its market share, and suffering from a demoralized workforce.

Keith began his career in sales, marketing and management with AT&T and IBM. Currently, he is Vice President of Community Engagement and Support at Walmart, responsible for developing the operational strategy to support the overall plans to leverage business, government and community organizations in major metropolitan areas in which the company serves. Previously, he served on the Corporate Board of Directors of WMS Industries (a gaming company) and the National Black MBA Association (NBMBA) and is currently serves on the Board of Directors for Brinks Company.

Nationally Recognized Leader

Keith has been recognized for his achievements, both in the corner office and outside. His awards and honors include:

- Named one of the top 100 African American executives by both *Black Enterprise* and *Savoy Magazine*.
- Honored as a Man of Distinction by the National Urban League.
- 2010 Executive of the Year by the Executive 50 Organization.
- 2008 Inductee into the Martin Luther King Jr. International Board of Renaissance Leaders at Morehouse College in Atlanta, Georgia.
- 2007 *Diversity MBA Magazine* Top 50 Under 50 African-American MBAs.

Bestselling Author

Keith is the bestselling author of four books on how to supercharge your performance and reach the top of the corporate world. *Corner Office Rules: The 10 Realities of Executive Life*, (Kandelle Enterprises) opens the door to the often hidden world of the C-suite. Keith's first book, *Good Is Not Enough: And Other Unwritten Rules for Minority Professionals* (Portfolio, a division of Penguin Random House), was an Amazon bestseller and was nominated for the 2009 NAACP Image Award for Outstanding Literary Work. His book, *Swag Is Not Enough: Career Advice for the Serious Millennial* was co-authored with

his daughter Alana. Keith's newest book, *Diversity is Not Enough*, is a 2022 NAACP Image Award nominated book.

Personal Life

Keith was born and raised in Cleveland, Ohio. He received his BBA from Cleveland State University and his MBA from Baldwin-Wallace College.

Select Keynotes

- **The Realities of Resilience & Change Management Relevance, Readiness, Robustness and Responsiveness**

Instead of resisting transitions, Keith advocates for proactive navigation, emphasizing the importance of understanding and harnessing the psychology of change. What makes this keynote unique is that **Keith has worked with some of the most influential leaders to affect change within their organizations** so he is able to **share some of these one-of-a-kind boardroom insights with your audience**.

Key Takeaways:

- ◊ **Mastering the Psychology of Change:** Gain insight into the timeless principles of leadership and understand common barriers to change acceptance. Learn how to overcome resistance and foster a culture conducive to transformation.
 - ◊ **Leveraging the Four "R's" of Change:** Recognize the significance of Relevance, Readiness, Robustness, and Responsiveness in navigating transitions effectively. Develop strategies to align organizational goals with evolving market dynamics.
 - ◊ **Navigating Stakeholder Barriers:** Equip yourself with strategies to overcome the seven stakeholder barriers that can derail change projects. Learn how to identify and address resistance from key stakeholders, ensuring buy-in and alignment throughout the change journey. Gain practical insights and actionable tactics to effectively navigate stakeholder dynamics and drive successful change initiatives.
 - ◊ **Strengthening Leadership Foundations:** Understand the critical need for a robust leadership foundation in turbulent times. Acquire techniques to articulate and communicate your vision effectively, fostering engagement across all organizational levels
- **Leveraging Change: "How to WIN During Times of Uncertainty" Insights for Leading Successful Transformations**

Over his career, Keith Wyche has built a reputation as the ultimate "Transformation Leader". In fact, almost every role he has held over his illustrious career has involved helping companies navigate significant transformations:

- ◊ In the early 80s, he was a key part of AT&T's transformation from a sleepy monopoly, into a robust competitive entity.
- ◊ During the 90s he was part of the leadership team that transformed IBM from a hardware and software provider, into a services and solutions provider. He did the same as the President of North American Operations for Pitney Bowes in the 2000s.
- ◊ Since 2009, Keith has aided traditional "brick and mortar" retailers transform into omni-channel retailers to address changing consumer shopping habits. He led these efforts as President of ACME Markets and Cub Foods, and as Regional VP for Walmart where he oversaw 30,000 workers in New York and Pennsylvania.

Keith has taken the learnings, challenges, and best practices from these and other organizations undergoing significant change and transformation and shares them in this presentation. After hearing Keith speak on this subject, audiences will learn about the challenges and difficulties in leading change, and how to WIN in spite of them.

With an eye on both the clients/customers and internal associates, Keith will share the:

- ◊ Relevance and Case for Change
- ◊ Readiness for Change
- ◊ Robustness for Change
- ◊ Responsiveness of Change

To encourage greater engagement, Keith recommends adding a Q&A session after the keynote, or Fireside Chat conversation to help audiences further embrace these insights.

- **Jumpstarting Your DEI Initiatives: Diversity is NOT Enough - The Importance of Inclusion and Equity in Creating Systems Change**

Unlike many DEI practitioners who come from a Human Resources or a pure Diversity background, as an executive responsible for billion-dollar businesses, Keith has leveraged DEI to create inclusive cultures that deliver bottom-line results. Some examples include:

- ◊ How impactful DEI efforts are helping hire and retain top talent and make your organization an "Employer of Choice".
- ◊ Why it's important to embrace a "Systems Change" approach to DEI to deliver enterprise-wide, sustainable DEI results.
- ◊ Looking at the intersectionality of Diversity, Equity, and Inclusion, and unlocking the potential of each to move your organization forward.
- ◊ How to change the hearts and minds of those who don't see the reason or value of DEI.

As a DEI consultant and thought leader for over twenty years, Keith has been hired by numerous Fortune 500 companies and organizations to help them evaluate, re-imagine, and improve the outcomes of their DEI initiatives. In this presentation, Keith shares the missteps, challenges, and best practices from these engagements to provide insights into how your organization can jumpstart your DEI efforts.

After hearing Keith speak on this subject, audiences will learn how to create a culture of inclusion and make DEI an enterprise-wide effort. Keith will provide insight into:

- ◊ “How We Got Here” (Why DEI is even necessary?)
- ◊ DEI Myths vs. Reality
- ◊ Manager and Employee Disconnects and Responsibilities
- ◊ Best Practices for Successful DEI Implementation

To encourage greater engagement, Keith recommends adding a Q&A session, or Fireside Chat conversation to help audiences further embrace these insights.

• **Navigating Your Career: Keys to Climbing to the Top and How to Leverage Your Performance, Exposure, and Brand**

For years in corporate America, working your way up the ladder meant following a process. The process typically meant working hard, keeping your head down, and hoping that those in charge would recognize and promote you. In today's reality, the ladder has been replaced by a lattice, or better yet a maze. There is no longer a linear path from the classroom to the boardroom, leaving many young professionals unsure how to navigate this new reality.

Many diverse professionals already understand that “good is not enough” for advancement. You still must be better at your job than your majority peers to gain the same rewards and recognition. However, even exemplary performance alone is not enough to advance in your career.

In this session, Keith explains the importance of public perceptions, personal branding, and visibility, networking, mentoring, developing a long-term career plan, and identifying potential career killers. His tips are valuable not only to his targeted readers – diverse mid-level managers– but also to their majority counterparts.

With an eye on both the diverse and majority associates, Keith will share the:

- ◊ You need a thorough understanding of your company's culture to succeed.
- ◊ How others perceive you has a tremendous influence on your career trajectory.
- ◊ If you want higher-ups to consider you for promotions and choice assignments, you must be visible to them.
- ◊ Consider your long-term career goals when you contemplate a promotion, lateral move, or a job with another company.
- ◊ Be intellectually curious, and a continuous learner. Stay current to remain relevant.
- ◊ Senior leaders need executive-level skills, such as superior communication abilities, problem-solving techniques, and the ability to execute.
- ◊ Effort is appreciated, but you are measured on your results
- ◊ Mentors and sponsors are essential to help you advance in your career.

To encourage greater engagement, Keith recommends adding a Q&A session, or Fireside Chat conversation to help audiences further embrace these insights.

Select Book Titles

- **2021:** Diversity Is Not Enough: A Roadmap to Recruit, Develop and Promote Black Leaders in America
- **2016:** Swag Is Not Enough: Career Advice for the Serious Millennial
- **2013:** Corner Office Rules: The 10 Realities of Executive Life
- **2009:** Good is Not Enough...and Other Unwritten Rules for Minority Professionals

Select Testimonials

Participants appreciated hearing from an executive outside the firm that demonstrated awareness of how change has impacted organizations in different industries. Participants felt that Keith was 'dynamic' and appreciated his 'straight talk' in terms of how leaders should manage those that don't adapt well to change.

– *Ameriprise Financial*

Keith absolutely met and in some instances exceeded our expectations. The feedback was overwhelmingly positive for both the keynote event

and the follow-up workshop. Our employees appreciated his candor, personal story, and the practical tools and tips he was able to share.

– *Deena Rembert-Neason, Dr Pepper Snapple Group, Vice President - HR Services*

Keith's presentation at our Black Employee Network's "Position Yourself for Success" Seminar was outstanding! We received numerous notes and emails on the effective delivery of Keith's content material in which he focused on the importance of mentoring and being mentored... I am confident that as a direct result of his presentation, the number of volunteer mentors in our "Mentor Me" program has nearly doubled!

– *Lakeisha Tutt, Hewlett Packard Company*

Thank you again for your invaluable insight, engagement with all of our people, and your passion for others' success. There were a lot of takeaways that we will carry forward to continue our mission of equal representations in all levels of our business.

– *Michele Bosh, VP/General Manager, Enterprise Holdings*

This is one of the best workshops I have attended. [Keith] kept it real, gave us food for thought and made me understand how to get ahead. Brilliant session!!!!

– *National Black MBA Association*

Thank you for a fantastic presentation yesterday! I wanted to share a few quotes and phrases from attendees I spoke with after the event: "Impactful" "Life-Changing" "Tremendous" "Eye-opening" "Keith was so relatable and inspiring." "I'm going home to do my own personal PEP evaluation!"

– *Nicholas Dryer/HR Manager, Enterprise Holdings*

Once again, thank you for the excellent presentation on 'Good Is Not Enough' ... Many in attendance spoke highly of the presentation. Please let me know when your next book becomes available: you've already sold the first copy!

– *Northrop Grumman Corporation*

Keith Wyche's training on change and transition was excellent. He was well prepared and knowledgeable of the issues in our industry, establishing immediate credibility with our team. Keith is an effective communicator that incorporates his knowledge, experience and insight into his presentation and discussion. He is transparent about his successes and failures in business, helping people connect with him as a person and business leader. Keith laid the ground work for our team to think and work toward change with a new perspective and great confidence.

– *Rev. Dr. Pablo R. Diaz, Guideposts*

If it were not for the counsel and coaching of Keith Wyche... I would not have excelled to the level of excellence and realized the success and personal achievement I currently enjoy. He challenged me to "be fearless... roll up your sleeves and show them what you are made of." These words alone have taken me so far and I am truly indebted to Keith and very thankful to him for his words of wisdom.

– *Robbie Terry, Chief Financial Officer, Atlanta, GA*