

DR. JAMES BELASCO

Business Leadership Strategist and Best-Selling Author



Dr. James Belasco is a pragmatic, rigorous, and dynamic visionary whose revolutionary ideas and practices are creating dramatic improvements in organizations around the globe. His passion for impacting his clients' business triggers change among individual leaders and sets the stage for organizational redirection and reengineering.

The world's leading companies have embraced Dr. Belasco's research and teachings on business strategy, leadership, change management, and competitive advantage. Speaking to corporate and association audiences, he opens the door to individual and institutional change, and fosters new-found energy for dynamic leadership that empowers, rather than stifles, breakthroughs.

A dynamic and entertaining keynote speaker, Dr. Belasco is recognized for his ability to have a lasting impact on his



audiences. His focus on strategy, leadership, and change energizes audience members with fresh ideas to improve themselves and their organizations by moving from traditional, autocratic management to flat, customer-focused, and horizontally managed organizations.

More than just a theorist, Dr. Belasco has put his expertise and insight to the test. He led a major computer software and service firm to 10 years of phenomenal growth and high margins. He also grew the revenues of a specialty chemical business to the highest

margins and market share in its niche.

Dr. Belasco is author of the best-sellers *Teaching the Elephant to Dance* and *Flight of the Buffalo*, and co-author of the books *Soaring With the Phoenix: Renewing the Vision, Reviving the Spirit and Re-creating the Success of Your Company* and *Seize Tomorrow, Start Today: Renew Your Vision, Revitalize Your Organization, and Stay Ahead of the Future*. He continues to challenge organizations to redefine management and constantly create environments to foster their employees' learning, growth, and success.

As the founder of San Diego State University's Management Development Center, with previous tenure at SUNY-Buffalo and Cornell, Dr. Belasco has over 20 years experience opening doorways to new management structures and reinvention techniques. He also co-founded *The Financial Times Knowledge Dialogue*, a videoconference network that connects executives with the world's greatest leaders.

Dr. Belasco speaks to audiences about his breakthrough ideas on becoming customer-centered, being employee-led, responding to change, remaining value-focused, and creating an environment which promotes true employee learning and growth. In keynotes and seminars alike, he challenges audience members to become revolutionary leaders.