

# PATTI JOHNSON

Author | Speaker | Advisor  
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Patti Johnson is a career and workplace expert and the CEO of PeopleResults, a change and human resources consulting firm she founded in 2004. She and her team advise clients such as PepsiCo, Microsoft, 7-Eleven, Accenture, Frito-Lay and many others on creating positive change in their leaders and organizations.

Previously, Johnson was a Senior Executive at Accenture. She has been featured as an expert in The Wall Street Journal, The New York Times, MONEY Magazine, U.S. News and World Report, NBC.com, HR Executive magazine, Working Mother, and SHRM. She was selected as an ongoing expert for SUCCESS Magazine and "Fox Good Day." She is also an instructor for SMU Executive Education and speaker on "Leading Change".

## MAKE WAVES

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Why is it so hard for us to start big or small changes in our teams, organizations or community?

Our thoughts get in our way and we rely on the same steps that work for other situations. But, a true change, a wave, is different, says Patti Johnson, CEO of PeopleResults and former Accenture Senior Executive. A wave requires stepping out and building commitment that grows organically.

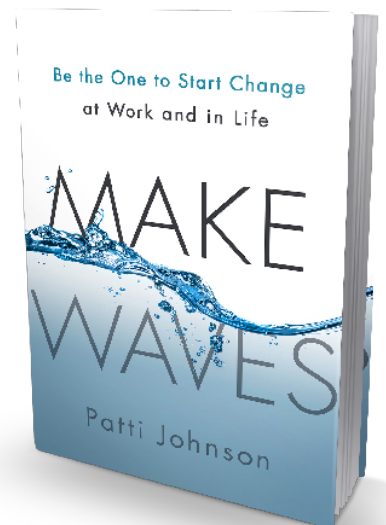
In *Make Waves: Be the One to Start Change at Work and in Life*, Patti Johnson shares how anyone can start or contribute to a wave by diving into topics such as:

- Relying on "What can I do?" in any situation
- Why having all of the answers can work against you
- Why you need "Idea Partners"
- How to get started – without a perfect plan
- The impact of true experimentation
- How to build a community around your wave
- Trends in the workplace and our culture that are transforming how change happens
- Why organizations committed to growth, innovation and personal accountability need more Wave Makers and how to develop them

Patti Johnson researched and interviewed an eclectic mix of Wave Makers, from leaders in business and the community, to entrepreneurs and new professionals, to explore the decisions and actions of individuals who started a change. A few of the Wave Makers featured in the book include Clint Hurdle, Pittsburgh Pirates Manager; Tory Johnson, Good Morning America contributor and entrepreneur, Emma Scheffler, non-profit creator as a high school student; Allen Stephenson, college student founder of Southern Tide apparel; Kathy Korman Frey, the founder of The Hot Mommas Project housed at the George Washington School of Business; Brett Hurt, co-founder of Bazaarvoice, as well as many others.

In a compelling, business casual narrative based on Johnson's experience, interviews and research, *Make Waves* shares insightful and practical actions to help you get started and answer one of the most important questions in your life: *What's your wave?*

***Make Waves: Be the One to Start Change at Work and in Life* will be released in May, 2014.**



# SPEAKING TOPICS

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## **The DNA of a Wave Maker** (All audiences)

How can you become a Wave Maker? Explore the make-up and practices of individuals who start a lasting change, or wave, by influencing and engaging others. We'll learn how Wave Makers think and the impact on decisions and actions. Your wave may be a change within your team or a much bigger wave impacting your entire organization or the market. No matter what the wave, we'll give you a new perspective based on Patti Johnson's experience and research in *Make Waves: Be the One to Start Change at Work and in Life*. Become the one to start or contribute to an organic change that matters.

## **Is Personal Success Getting in Your Way?** (Leadership & Business/Non-profit audiences)

Our desire to have all the answers and the quest for personal recognition can become the very obstacles that get in our way. Meaningful changes, or waves, require experimentation, engaging others and a bias for action. We'll explore the value of shifting from "me" to "we". Reframe your goals and definition of success, whether it is starting a new business, increasing collaboration within your team or introducing a new idea to your group. It all starts with how you think. We'll also learn from the stories of an eclectic mix of Wave Makers from Patti Johnson's new book, *Make Waves: Be the One to Start Change at Work and in Life*.

## **How to Cultivate Wave Makers & Why You Need Them** (Leadership audience)

If your strategy depends on innovation, accountability and engagement, success will come from relying on individuals who can develop and execute impactful ideas. Patti Johnson will share a new framework for how change happens and how to develop more Wave Makers throughout the organization. Everyone has a role to play. Also, leaders must knock down the organizational obstacles so that it's safe and expected that individuals play a vital role in your strategy. We'll also learn from the experiences of the Wave Makers featured in Patti Johnson's book, *Make Waves: Be the One to Start Change at Work and in Life*.

## **What's Your Wave? Are You Ready to Make it Happen?** (All Audiences)

We all have waves within us. A wave, or meaningful change, begins by always asking "What can I do?" and "What if?" Our thoughts get in our way and we rely on the same steps that work for other projects. But, a true change, a wave, is different. We'll dive into the stories and examples of those who have led their own changes – big and small – and apply them to your situation. Patti Johnson will share the strategies from her experience and the eclectic mix of Wave Makers featured in *Make Waves: Be the One to Start Change at Work and in Life*. So, what's your wave?

## **Reframing Change: How You Can Make Waves in Your Organization**

(Leaders & Talent/Change/HR leaders)

You are in a unique position to be an advocate and connector for meaningful change, or waves, in your organization. If your business strategy depends on innovation, accountability and engagement, you must carve out your role in activating small and big changes. We'll explore how emerging trends are creating new expectations and opportunities for leading change. And, we'll look at how conventional wisdom gets in our way in seeing the changing culture and workplace. Patti Johnson will share her experience and the strategies of an eclectic mix of Wave Makers featured in her new book, *Make Waves: Be the One to Start Change at Work and in Life*.

## ENDORSEMENTS

*"I have had the privilege of seeing Patti present to various audiences – from small groups, to Board-rooms, and to the community with people from all persuasions. In all cases, Patti has gravitas. She engages people with both her message and her method...and, most of all, people depart changed for the better!"*

– Kreg Bryant, Senior Director Accenture

*"Patti Johnson is one of our frequent speakers on the topic of change and she has a very interactive and engaging style that always resonates with our executive education clients."*

– Dr. Shelette Stewart, SMU COX, Executive Education

*"Patti Johnson was a speaker for our Women Empowered Group Mentoring Program. She has the unique ability to both educate and motivate participants. She also provided a refreshing perspective with real life examples and practical advice. She created a very engaging and productive session!"*

– Sheela Dalal, Cognizant Technology Solutions