

# David Grossman

**Founder and CEO at The Grossman Group**

Chicago, IL, US

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## Description

David Grossman, ABC, APR, Fellow PRSA, is one of America's foremost authorities on communication and leadership inside organizations. He's a sought-after speaker and advisor to Fortune 500 leaders, and author of the highly-acclaimed books, "You Can't NOT Communicate: Proven Communication Solutions That Power the Fortune 100" and its follow-up, "You Can't NOT Communicate 2."

A frequent media source for his expert commentary and analysis on employee and leadership issues, David has been featured on "NBC Nightly News," CBS MoneyWatch and in the Chicago Tribune and LA Times.

David counsels leaders at top organizations to unleash the power of strategic internal communication and drive performance. Clients include Accor, AOL, HTC, GlaxoSmithKline, LifeScan (a Johnson & Johnson Company), Lockheed Martin, McDonald's, Microsoft, Nielsen, DuPont Pioneer, and Symantec, to name a few.

He's Founder/CEO of The Grossman Group ([www.yourthoughtpartner.com](http://www.yourthoughtpartner.com)), an award-winning Chicago-based strategic leadership development and internal communications consultancy, and teaches at Columbia University, NYC.

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## Availability

Keynote, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Corporate Leadership, Public Relations and Communications, Corporate Training, Training and Development, Management Consulting, Professional Training and Coaching

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## Topics

Leadership Communications, Communications Strategies and Best Practices, Effective Management Communications, Employee Engagement, Internal Branding

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## Affiliations

APR Fellow PRSA, ABC

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## Sample Talks

### **You're Already Doing It: What to Do When You Can't NOT Communicate**

David offers practical insights on how top leaders differentiate themselves. From learning the realities of a new workplace where leaders must be communicators to understanding how communication can directly influence the bottom line, audiences take away valuable perspective, best practices, and proven, actionable tools that they can start using right away.

### **21st Century Communications: Successful strategies to deliver authentic communications that engage employees and build reputation**

In today's fast-paced, high-tech, multi-dimensional business environment, leaders compete to get their messages through to employees and new lessons are emerging from today's corporate front-line. Join David as he shares key learnings from his experiences with leaders and employees of Fortune 500 companies around the globe. Learn the Top 10 Standout Strategies that leaders and communicators can use to bring humanity and corporate character to the workplace and help leaders connect with employees

### **The Power of Internal Branding: The Communicator's Secret Weapon**

Building great brands starts on the inside. In today's uncertain times, how do you drive engagement with employees that empowers them to help you build your organization's reputation and deliver on your Brand Promise? What might the impact be of harnessing the power of your internal audiences to tell your story and advocate for your organization? Learn the promise and power of a strong internal brand.

### **Getting to Great: How to Fast-Track Your Leadership Impact**

Leaders are made, not born. Whether a team leader or not, everyone can sharpen the leadership and influencing skills needed for both professional and personal growth. If you want to advance your career, work more effectively with your teams, and better serve your clients, you need to develop the ability to truly lead and influence – not just manage and direct.

### **Face-to-Face Communication: Proven Approaches from the "Anti-Social Media Guy"**

Facebook, LinkedIn, MySpace, Facebook, Twitter – while technology might seem faster and easier, it's not the end-all-be-all connector or motivator. The truth is employees crave a real connection and they want to be inspired and engaged through good old-fashioned conversation. Turn off the Blackberry and open your eyes to what's possible when you're – about face.

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## **Past Talks**

**Changing Culture Starting at the Top**  
PRSA International Conference

**Communicating Context**  
The Nielsen Company

**You're Already Doing It: What to Do When You Can't Not communicate**  
PRSA Hampton Roads

**You're Already Doing It: What to do When You Can't Not Communicate**  
First Citizens Bank

**You're Already Doing It: What to Do When You Can't Not communicate**  
The Executive Roundtable

**You're Already Doing It: What to do When You Can't Not Communicate**  
IABC Chicago

**Changing Culture Starting at the Top**  
IABC Employee Communications Conference

**You're Already Doing It: What to do When You Can't Not Communicate**  
GlaxoSmithKline

**You're Already Doing It: What to do When You Can't Not Communicate**  
The Nielsen Company

**Building Our Communication Skills**  
Texas Instruments

**You're Already Doing It: What to do When You Can't Not Communicate**  
The Nielsen Company

**You're Already Doing It: What to do When You Can't Not Communicate**  
National Pest Management Association

**The Power of Internal Branding to Drive Employee Action: The Communicator's Secret Weapon**  
IABC World Conference

**You're Already Doing It: What to do When You Can't Not Communicate**  
Pioneer Hi-Bred, A DuPont Company

**You're Already Doing It: What to do When You Can't Not Communicate**  
HighMount E&P

**You're Already Doing It: What to do When You Can't Not Communicate**  
Nationwide

**Improving Your Communication Effectiveness**  
HTC Corporation

**Giving & Getting Feedback**  
MedStar Health

**You're Already Doing It: What to Do When You Can't Not Communicate**  
PRSA Cleveland

**You're Already Doing It: What to Do When You Can't Not Communicate**  
American Society of Baking

**Leadership Communication**  
Financial Executives International (FEI) Summit

**Communicating in Times of Change**  
Pioneer Hi-Bred

**Leadership Communication**  
Froedert Health

**Lessons from the Road**  
City of Calgary

**Communicating in Times of Change**  
Arizona Public Service

**21st Century Communications: Successful strategies to deliver authentic communications that engage employees and build reputation**  
IABC World Conference

**You're Already Doing It: What to Do When You Can't Not communicate**  
PRSA Tampa

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## **Education**

**University of Wisconsin-Madison**  
Bachelor of Arts Journalism

**Northwestern University**  
Master of Arts Corporate Communications

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## **Accomplishments**

### **IABC Recommended Speaker**

The "IABC Recommended Speaker" designation has been given to those who have received a favorable rating of 85% or higher at the IABC World Conference and should receive strong ratings with similar audiences.

### **Silver Sabre Thought Leadership Finalist**

The SABRE Awards, administered by The Holmes Group, recognize superior achievement in public relations programs that demonstrate the highest standards of innovation, integrity and effectiveness.

### **National Speakers Association Member**

The National Speakers Association (NSA) is the premier organization for professional speakers.

### **Twice Named PR Week Boutique Agency of the Year**

This award recognizes financial and client-list growth, client retention, and PR creativity and innovation.

### **Top 500 Diversity-Owned Businesses**

The Div500 is a classification that represents the top 500 diversity-owned businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services.

2010-2012

### **ABC Accreditation**

IABC's accreditation program is the global standard of professional achievement for business communicators. Accredited members practicing around the world apply the same strategic management process in all communication disciplines, across diverse cultures, and in for-profit and nonprofit organizations of all sizes.

### **APR Accreditation**

Established in 1964, the Accreditation Program is the profession's only national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.

### **PRSA Fellow**

The College of Fellows is an honorary organization within PRSA comprised of more than 300 senior practitioners and educators, each of whom has left a significant footprint on the public relations profession.

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## **Testimonials**

### **Attendee**

"Wow" great session! Pertinent info, presented in a way I understand. Thank You.

### **Attendee**

David's presentation was EXCELLENT...couldn't have been more pleased.

### **Senior Leader**

I just wanted to let you know that a number of staff mentioned to me (unprompted) how valuable and timely they found David's presentation. It appears to have really hit the mark!

### **Susan Schmitt**

"If you aren't using the principles that David teaches, you are not optimizing the power of your people."

**Vice President**

“I thought the session really hit on a highly relevant subject and was really useful. I learned something new which is always a great feeling and it will help in my continued leadership development.”

**Stephanie DeDeaux**

"Learned so much from David's workshop based on "You Can't Not Communicate." Can't wait to learn more!"

**Attendee**

“This session was incredible. Worth the entire conference fee.”

**Attendee**

“Excellent speaker/presentation. Lots of good practical information organized in very useable way. Tangible take-aways!”

**Attendee**

“This [presentation] contributed to my personal growth and development!”

**Attendee**

“Captivating Speaker! very engaging. [David] shares valuable information with insights on how to apply it!”

**Attendee**

“The communications presentation was very good. There are very few presenter's who can talk to a group that large for only an hour and have them walk away with both theory and some tactical tools that can be applied the next day.”

**Rick Phillips**

"David Grossman nails the detailed nuances as well as the basic blocking and tackling about leadership communication.”

**Patricia M. Crull, Ph.D.**

“David Grossman takes the common sense of great communication and provides the tools, techniques, and motivation to help every business leader—from supervisor to CEO—make it common practice.”

**Attendee**

“David is an excellent presenter. He kept the workshop moving quickly and the information was absolutely relevant.”

**John Greisch**

“Grossman's combination of instinctual perception and practical advice is rare.”

**David B. Speer**

“Grossman’s principles and fundamentals for effective communications are constant reminders that to truly make progress, we need to share information across our company in the right way, at the right time, with the right people.”

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