



CAPITOL CITY SPEAKERS BUREAU

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Norm Smallwood

Travels from: Utah

Fee Range: \$15,001 - \$20,000

In 2010, the *Harvard Business Review* described Norm Smallwood as doing "innovative and ground-breaking work on effective leadership." He is a recognized authority in developing businesses and their leaders to deliver results and increase value.

In 2000, Norm co-founded The RBL Group with Dave Ulrich. Much of his current work relates to increasing business value by building organization, leadership and people capabilities that measurably impact market value and connecting firm brand identity with leadership brand capability. Leadership brand capability occurs when investors, customers, and employees have confidence that leaders are able to deliver present and future results in a manner consistent with the desired customer experience or firm identity.

He has co-authored six books: *Real-Time Strategy*, *Results-Based Leadership*, *How Leaders Build Value*, *Change Champions Field Guide*, *Leadership Brand* and *Leadership Code*. He has published more than 150 articles in leading journals and newspapers such as *Washington Post*, *Forbes* and *Financial Times* and has contributed chapters and forewords to multiple books. He has published two articles in *Harvard Business Review* and is a frequent blogger on HBR Online. Norm was also a faculty member in executive education at the University of Michigan in the Ross School of Management.

For several years, *Leadership Excellence* magazine has ranked Norm as one of the top 100 Global Voices in Leadership and the RBL Group as one of the top leadership development firms in the world. Prior to co-founding the RBL Group, Norm was a founding partner and managing director of Novations Group, Inc. where he led business strategy, organization design and human resource management projects for a wide variety of clients spanning multiple industries. Before this, he was an organization development professional at Procter and Gamble in a start-up business in Georgia and in Calgary, Alberta with Esso Resources Canada.

Most Requested Programs...

- Ensuring Ethics
- What's Next in Leadership?
- Increasing Personal Proficiency
- Leadership Code
- Developing HR Professionals and Leaders
- Leveraging the Recession for Competitive Advantage
- Cutting Fat Not Muscle