

Global Workforce Innovator

A Mindset for Change: Seeing Red Cars



Laura Goodrich

Is your organization stuck?

Let Laura Goodrich help. Laura is a Global Workforce Innovator, experienced in transformation and change.

With nearly 20 years of working with organizations leading change, Laura has learned that without the right mindset you will never be able to gain the needed momentum to create and sustain change. Through her speaking, Laura delivers the tools for creating a mindset for change and innovation.

Speaking to audiences globally, Laura is highly regarded as a passionate and riveting speaker. You'll emerge from Laura's presentation with a feeling of enlightenment, a spring in your step, and a renewed sense of where you're headed. Laura's wit, infectious energy, and storytelling prowess will guide you and your organization toward a positive future.

A Mindset for Change: Seeing Red Cars

Based on the content of her award-winning video and book, *Seeing Red Cars*, Laura delves into the underlining forces that get in the way of creating change in the workplace.

Your organization will benefit from Laura Goodrich as she:

- Shows you how fear based thinking is getting in the way of change
- Teaches you how to rewire your brain toward positive outcomes
- Enables you to create thoughts, actions, and behaviors that align with future goals
- Provides the necessary tools you'll need to act on your strategic priorities

"She delivers a high-impact presentation with outstanding, thought-provoking content that will engage and challenge her audience to question the way they are currently doing business."

Kristy Roberts, Senior Executive
Medtronic, Minneapolis, MN.

"What you say and how you say it crosses corporate boundaries and applies so critically to everyday life. Everyone in the world needs to hear your talk!"

Vikas Narula
Keyhubs, Minneapolis, MN

"She is able to make a connection and establish trust very easily. She has the ability to get to the "heart" of the story in a very gentle way."

Lisa Jansa, CEO
Exsulin Corporation, Burnsville, MN

Booking

Devie Hagen at devie@elanspeakersagency.com 763.458.9326



More Speaking Topics

Embracing Change and the Future of Work

"Business as usual" is a thing of the past. As the marketplace changes faster than ever, successful organizations will be those that are able to leverage their strengths and better understand their markets.

Laura will:

- Teach your organization new ways to remain relevant
- Highlight the importance of "supporters" in this process
- Show leaders how to motivate and engage their teams in this new norm
- Map out ways to capitalize on opportunities in environments of dynamic change

Shifting Years, Leverage the Power of Generations

Four generations are together in the workplace for the first time in history! As each generation works to understand the other, organizations that thrive will be those that create opportunities for leaders to leverage the assets of workers of all ages.

Laura will:

- Utilize insights and techniques to bridge intergenerational gaps
- Show your organization how to cultivate intergenerational understanding
- Demonstrate how all generations have something to learn and something to teach
- Demonstrate that all workers are looking for the same thing: purpose and balance in both work and personal lives

Driving it Home - A Collaborative Culture Solution

You have a strategic priority and its success is critical. The trouble is, day-to-day responsibilities consume your people's time and create an unclear picture about where your organization is going and why it is so important.

Laura will:

- Demonstrate how employees can collectively contribute to overall success
- Determine the necessary actions it will take to create a sightline to your strategic priorities
- Use the power of film-making sensibilities, storytelling, workforce collaboration, and peer-to-peer influence as strategic tools
- Highlight how spacing learning over time and use of technology can help you accomplish your priorities

Laura Goodrich, Global Workforce Innovator has over twenty-five years of professional experience.

During the last eighteen years she has served as an innovator, speaker, coach, and advisor to leaders worldwide on the future of work. Her strong onscreen presence and ability to motivate and inspire audiences has catapulted her to the top of her field.

Goodrich is also the award winning author and producer of the book and film "Seeing Red Cars: Driving Yourself, Your Team and Your Organization to a Positive Future." Described as 'transformational, relevant and timely,' Seeing Red Cars was chosen by the Wall Street Journal and LiveMint as a "Top Five Leadership Book" for 2011. Forbes Magazine declared Seeing Red Cars as a "must read" for leaders seeking to create positive change and the book earned an honorable mention in the business category of the San Francisco Book Festival.

What I Believe In

I believe that to create and sustain change, you have to start with mindset first, because transformation is the only way forward. I will help you create an intentional focus on the outcomes you want, paving a trail to a positive future.

Laura Goodrich