

Bob Kriegel, Ph.D.

One of the most in demand business speakers, Dr. Robert Kriegel teaches bold, innovative, out of the box strategies for keeping ahead of the changes, challenges and competition in today's dynamic marketplace.

A commentator on National Public Radio's Marketplace program, Kriegel has done two specials for PBS. U.S. News & World Report called him one of the country's leading authorities in the field of change and human performance. He has taught at Stanford University's Executive Management Program and is a former advertising executive for Young and Rubicam where he managed Proctor & Gamble and Travelers Insurance accounts.

Dr. Kriegel is the author of the national bestseller: *If it ain't broke...BREAK IT!* and *Sacred Cows Make The Best Burgers*, which made Business Week's bestseller list. His recent book which focuses on innovation and out of the box thinking is: *How to Succeed in Business Without Working so Damn Hard*.

A former all American swimmer and co-founder of one of the first institutes of sports psychology, Bob has coached both Olympic and pro athletes and teams. The New York Times said his work "spurred a revolution in performance practices." He is the co-author of The New York Times best seller *Inner Skiing* which Ski Magazine said; "set skiing ahead 10 years" and has done color commentary for the US Pro Ski Tour on ESPN. His new book, based on his 30 years as a mental coach for high performers, is: *Performance Under Pressure; how to be at your best when it counts*.

His customized speeches and programs will entertain you, inform you and inspire you. He will teach you how to develop and lead Change-Ready[®] people and organizations. You'll learn how to round up sacred cows that inhibit change and new opportunities as well how to develop strategies for gaining the competitive edge by leading customers not following them and rethinking rules, redefining roles and reinventing their game.