

“America’s High-Impact Leadership Speaker and Storyteller.”

“Over the past 25 years, in my roles as Chief Operating Officer of two technology start-ups, and founder of two brand marketing / communications firms, I’ve had the opportunity to observe, study, research, and reflect on the elements that give people a great capacity to make an impact in leadership.

As a speaker, my efforts are directed at expanding pathways for the growth and development of people — so they can maximize their individual and collective value they add to their organizations.

As I travel across the country, I’m conscious of the overwhelming need for a more effective and motivated workforce. My presentations are built around meaningful metaphors — giving the audience a broader perspective of their professional and personal possibilities — renewing their sense of work, and life.

My mission is to promote powerful, effective, and ethical leadership practices, principles and mindsets — founded on a healthy combination of individual competency, and personal character — helping leaders express an extraordinary impact.

I believe in a balanced, symmetrical approach that creates a trusted foundation for success, as it grows their ability to lead.”



[Jerry Strom]

“I would highly recommend this presentation as a value-add to any organization seeking to impact leadership and the way it plays out in real-time.”

[R. Lee Hayward, NASA]

▶ Keynote

[‘Making an Impact in Leadership’

How ordinary people excel at making extraordinary impacts on the people around them, and the job at hand.

▶ Breakout Sessions

[‘The Impact of Symmetrical Leadership’

A symmetrical model of leadership explores the interplay of what a leader wants to accomplish, and what others expect of a leader.

[‘Laying a Leadership Foundation that has Impact’

Successful leaders understand the importance of leading with trust, influence, and personal character.

[‘Impacting Your Brand of Leadership’

Strong leaders are constantly building their personal leadership brand to effectively produce results.

[www.JerryStrom.com]

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Speaking of Leadership



Jerry Strom

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Jerry Strom – Biography

Jerry Strom has been active in leadership roles for over 25 years; serving in business, community, and nonprofit organizations. He's acted as Chief Operating Officer of two technology start-ups, and founder and president of two brand marketing / communications companies. He's also contributed to organizational leadership by participating in various Board of Directors positions.

As a leadership speaker, Jerry has influenced thousands of corporate executives, CEOs, senior management, mid-level managers and supervisors, federal executives, agency directors and government staff members, active military leaders and their affiliated civilian employees, as well as, independent business men and women. He's spoken to groups across the continental United States, and Hawaii.

Jerry has also experienced leadership from a variety of volunteer perspectives.

For over a decade, Jerry Strom worked with kids by coaching boys and girls on community athletic teams, and serving as a mentor, fundraiser, and Board of Directors officer. He's also been privileged to be involved in helping others through leadership positions within his local church, as well as being the founder of SymmetryOrg.com – a national leadership development effort assisting churches raise people to become active members in their congregations.

Jerry Strom's personal mission is to promote effective, ethical leadership practices founded on a healthy and 'symmetrical' balance of individual competency, and personal character – resulting in people who have the capacity to make an extraordinary impact at work, in community, and in their personal lives.

Jerry is an ardent student of leadership, well-read in the literature of business and personal success, continually seeking to enhance his own growth and understanding, while striving to take his life experiences and create meaningful, memorable metaphors that inspire audiences.

He's an accomplished speaker, storyteller, teacher and motivator.





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Testimonials ...

“I look forward to having the opportunity to attend another presentation by Jerry, and would strongly urge others who are interested in leadership to do the same.”

– *Tim Carper, VP Sales, Longview Fibre Company*

“Thank you again for a very thought provoking series. I have found myself ruminating on character and what it means in the workplace. I enjoyed the focus on new ways of thinking and approaching leadership.”

– *Ann Maxwell, Regional Inspector General, DHHS/OIG*

“Our board of directors felt very enriched. There was so much information to take in.”

– *Maria Dempsey, President, NCC- Meeting Professionals International*

“Your contribution to our Houston Conference is greatly appreciated.”

– *William Chiles, Chairman & CEO, HTS Holdings*

“It will affect the way I run the company.”

– *Rod Roth, President, R&D Plastics*

“Excellent. Good rules of thumb for practical use.”

– *Stephan Ord, Deputy Branch Chief, NASA*

“This is very effective for a CEO to refocus.”

– *Ron Roalsen, President, Rubber & Plastics, Inc.*

“On behalf of the National Human Resources Assn., thank you very much for your excellent presentation.”

– *Linda Bennett, VP Program Planning, NHRA - South Bay*

“Whether you manage groups of people, or projects, or just want to improve your leadership skills in your personal life, this message is for you.”

– *Laurie Blackiston, Learning Manager, Morrison & Foerster, LLP*

“I found your presentation at our Leadership Retreat to be both insightful and entertaining. Afterward, when I thought about what you said, I found more ways I could apply the ideas conveyed.”

– *Kristopher Smith, Chief Financial Officer, Alta Bates Medical Resources*

“Jerry has not only done his research, he’s a leader and he brought that experience to the presentation.”

– *Karen Ball, Director of Sales & Marketing, Cresleigh Homes*

“The examples you used were real and effective. You used just enough humor to make it entertaining as well ... a delightful combination.”

– *Sharon Morisey, Medical Endoscopy, John Muir Medical Center*

“... the offer rate increased 50%, thanks to your effective presentations. I should point out that we have never tried anything before that met with this kind of success.”

– *Pam Atencio, Manager/Sales Operations, SBC/Pacific Bell*





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Event Description Form

Please use this form to help orient Jerry Strom to the purpose of your meeting, what type of presentation you are seeking, and to the audience expected. **Fax to (925) 930-6721 or email to Jerry@JerryStrom.com**

Event Name: _____

Sponsoring Company: _____

Address: _____

City: _____ | State: _____ | Zip: _____

Primary Contact Name: _____ | Event Planner | Company Rep

Primary Contact Email: _____ | Phone: _____

Details

Event Location: _____

Speaking / Presentation Date Requested: _____ | Keynote: _____ | Breakout: _____ | Other: _____

Topic: _____

Length of Presentation (minutes): _____ | Time of Day Needed: _____

Describe the Audience: _____

Estimated Audience Size: _____ | Dress Requirement: _____

Primary Objective

What do you want to accomplish? _____

Additional Details / Requests

Event Website Address: _____





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“How to Get the Most out of My Presentation ...”

Keynotes and Breakout Sessions – Checklist

My presentation style is to move freely on the platform (side to side, sometimes in and out of the audience) ... it would be most helpful if you will provide the following:

Audio – Visual Specifications

- Wireless lavalier microphone
- If a wired microphone is used, please make sure there is ‘plenty’ of cord allowing lots of movement
- (*Breakout Sessions Only*) Ability to advance PowerPoint slides myself, if they are required
- Personal meeting with client and A/V staff prior to the presentation (coordinating necessary details and reviewing the flow of the session)

Room Set-up / Preview

- It would be helpful to see the room in its final set-up prior to my presentation. This will allow any logistical details to be handled prior to going on

Water

- A discreetly placed glass of water (with no ice) on the podium is always appreciated

White Board / Flip Chart

- (*Breakout Sessions Only*) A white board (or flip chart) with working markers, and erasers, is a nice tool to have in the room

Podium or Table

- (*Breakout Sessions Only*) I may refer to appropriate articles during my presentation. It’s nice to have a place to put some papers if needed, or additional handouts





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Introducing Jerry Strom ...

(Please use this introduction, word for word, as presented here.)

(Ladies and Gentlemen) “We’re joined today by ‘America’s High-Impact Leadership Speaker and Storyteller.’ A former Chief Operating Officer of two technology start-up companies, and Founder and President of two brand marketing / communications firms ... our speaker ... Jerry Strom ... has been active in leadership roles for over 25 years. His stories and points-of-view have influenced thousands of corporate executives ... senior and mid-level managers ... government and military personnel ... nonprofit directors ... and independent business men and women. His professional goal is to encourage effective, ethical business management and leadership practices ... founded on a ‘symmetrical’ balance of job smarts, and individual character. Now, let’s listen about building our personal capacity to make an extraordinary ‘Impact’ ... at work, in community, and in life itself. Please join me in welcoming Jerry Strom ...”

