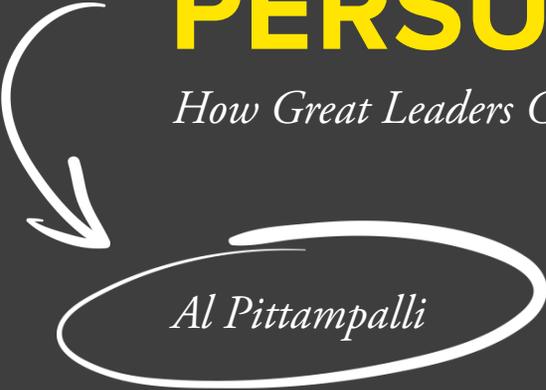
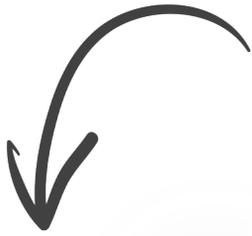


PERSUADABLE

How Great Leaders Change Their Minds to Change the World

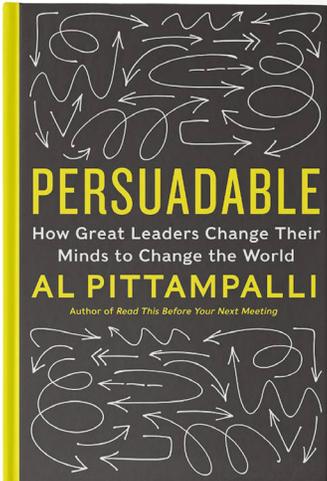


Al Pittampalli



PERSUADABLE

How Great Leaders Change Their Minds to Change the World



THE BOOK

- WSJ book of the month
- No. 3 Amazon Bestseller in Decision Making
- Translated into three languages
- Featured on WNYC, Harvard Business Review, and Entrepreneur
- Featured at Microsoft & Google

THE IDEA

As a leader, changing your mind has always been perceived as a weakness. Not anymore. In a world that's changing faster than ever, successful leaders realize that a genuine willingness to change their own minds is the ultimate competitive advantage. Drawing on evidence from social science, history, politics, and more, business consultant Al Pittampalli reveals why confidence, consistency, and conviction, are increasingly becoming liabilities—while humility, inconsistency, and radical open-mindedness are powerful leadership assets.

THE KEYNOTES

How Great Leaders Change Their Minds to Change the World

What do the world's most successful modern leaders, from Jeff Bezos to Admiral William McRaven to Christine Lagarde, have in common? The genuine willingness to change their minds. Rife with actionable advice, this keynote is perfect for a data-driven, results oriented audience.

The Psychology of Data Driven Leaders

With more and more business leaders expected to make data-driven decisions, the obvious question comes up: what does it actually mean to be “data-driven.” In this talk, you'll learn that the key to making accurate judgments with data is not about the technology but psychology. In the presence, of unfavorable data the most effective decision makers practice what I call “radical open-mindedness”.

How to Improve Performance By Asking for Brutally Honest Feedback

What makes top performers in any company, field or industry so exceptional? In this conversation, we'll learn the answer: a proactive willingness to seek out brutally honest feedback. But seeking out feedback takes a particular mindset and a rarely developed set of skills. This keynote will explain precisely what those skills are.

The Modern Meeting: The New Rules of Workplace Collaboration

The meeting has always been the way we communicate, collaborate, and decide on the pressing matters of the day. But now, in a world of e-mail, Slack, and instant messaging, what exactly is the modern meeting for? The answer may surprise you, and will fundamentally change how you lead, attend, and think about meetings. Based, in part, on Al's first bestselling book, Read This Before Our Next Meeting, this keynote will give you will help audience members and their teams get more done.

WHAT PEOPLE ARE SAYING

“

If anyone can shake up an 80-year-old company, it's Al! His recent keynote at our company was the most highly-attended, highly-rated session of the week and has generated the most replays of any of our sessions. And employees want more!”

“Al Pittampalli is one of our favorite presenters. His fresh take on the skills needed to be successful in a modern office community are invaluable. He presents his ideas with style, grace, and good humor. His content is excellent and very helpful. A true new voice in providing workplace/work life improvements.”

— *Kate Klugston, Google*

“Attendees have had nothing but great things to say about the presentation and random participants have even sought me out to brag about broken meetings they've opted out of. We're beginning to think differently about meetings and I think the benefits of the training are only beginning to be realized.”

— *KC Procter, Starbucks*

“One of my favorite presentations this year. Persuadable is full of interesting insights, the observations seem counter-intuitive and yet are laid out in a compelling and completely rational way. It doesn't hurt that Al is super charming, knowledgeable and a great speaker. I look forward to his future efforts.”

— *Amy Draves, Microsoft*

“It became clearly obvious the reasons why our members gave your presentation rave reviews. Members took home tangible ideas that they can use to improve their businesses. It showed in the survey responses that we received and the many positive comments that have followed since the conference ended.”

— *Thomas Cohn, DPHA*

“Al Pittampalli's presentation at our 49th International Conference on Fundraising was a forceful message about how we as leaders should use meetings to deliver organizational decisions and actions with the greatest impact. We'd have Al back in a heartbeat.”

— *Andrew Watt, Association of Fundraising Professionals*

“We'd work with Al again in a heartbeat. He showed up and he delivered with poise, professionalism and incredible generosity. He made it so easy. We couldn't have asked for more.”

— *Jo-Ann Tan, The Acumen Fund*





THE SPEAKER, AL PITTAMPALLI

Bestselling author of *Persuadable* and *Read This Before Our Next Meeting*

Writer for *Harvard Business Review*

Blogger for *Psychology Today*

Taught at *NASA, Microsoft, Kaiser Permanente, IBM*

Favorite song is *Billie Jean*, favorite movie is *Rocky IV*

Graduate of *Stern School of Business*

Lives in New York City. Born in Freehold, NJ, which happens to also be the birthplace of Bruce Springsteen

SHORT BIO

Al Pittampalli is the author of *Persuadable: How Great Leaders Change Their Minds to Change the World* (Harper Business 2016) which was chosen by The Wall Street Journal as a book-of-the-month. As a business consultant, he's helped organizations like NASA, Hertz, Boeing, IBM and more transform the way they think about leadership. His first book, *Read This Before Our Next Meeting*, was the most popular kindle book in the world during the week of its release and has been translated into five different languages. Al has been featured in NPR, Harvard Business Review, Forbes, and more.

LONG BIO

Should leaders be decisive or should they be open-minded? This singular question has guided Al's career for the past decade. Early on, the answer was simple: decisive. As an IT advisor for Ernst & Young LLP, Al worked on-site at Fortune 1000 companies all across the country, attending hundreds of their meetings. He's still recovering. All too often, small, sometimes even trivial decisions were being discussed ad nauseum, wasting precious time and energy.

After leaving E&Y, Al began helping organizations address this problem, and soon would write a manifesto for fewer, but more effective meetings titled *Read This Before Our Next Meeting*. An encomium to decisive leadership, the thesis was simple, for the many low-stakes issues that arise in organizations, ones where a good enough decision is quite frankly, good enough, leaders should consult as few people as possible, make quick decisions, and move forward. The book became a worldwide bestseller changing the way executives all over the world approach decision-making.

Soon though, Al witnessed another challenge facing corporate America. When it came to some of the most important matters, high-stakes issues, leaders were often too decisive. Managers weren't consulting enough people, inviting dissenting points of views, or genuinely willing to change their minds in the face of contradictory evidence. In short, leaders weren't being persuadable. Al soon pursued an exhaustive three-year research project where he studied the most successful modern leaders in order to understand how they were able to stay open-minded. This research led him to his second bestseller, *Persuadable: How Great Leaders Change Their Minds to Change the World*.

Now, Al works with leaders from all types of organizations, Fortune 100 companies, startups, governmental organizations, and non-profits to help them understand they need to be both decisive and open-minded. He's thrilled that he gets to do this for a living.



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