SPEAKER

Leonardo Zangrando

Founder, Talk for Impact

Why CEOs' teams act on a different plan from the one they were given



ABOUT

Leonardo Zangrando spent over twenty years in strategy consulting, with clients such as the BBC, Novartis and Salesforce. He also produced and coached speakers at TEDxCowes who got over 500,000 views online. Then he used the same coaching with business leaders. The leaders' presentations got better, but their teams still did something different from what the leaders meant. So he founded Talk for Impact to work on what opens the gap between what a leader means and what their teams do, and how to close it. He has published two books applying his methodology to great leaders.

Leonardo helps leaders get to results. He believes that informing isn't leading and a message should be judged by what happens next.

KEYNOTE

For: CEOs, Managing Directors and Founders with 150 to 5,000 people below them.

From Many Plans to One

Why every team follows the strategy it understood, not the one you meant

The teams are doing different things, and you find out late, when it has already cost you. The talk names the three mistakes that most often leave a strategy stuck like this, through the case of a General Manager who inherited a cash crisis: first he had to present it to his Group CFO to obtain HQ support, then make his sales director's plans deliver results.

You will learn to find out why your teams are busy and the strategy still isn't moving, before the board asks; to get it moving with the same people, by changing what your teams hear from you; and to walk into a review knowing what is happening in your teams and what to do next.



Google Campus London · Booking.com
TEDxCowes · XLR8 London

FORMATS

After-dinner address – 10 to 15 minutes

Stage talk – 30 to 45 minutes

Hands-on workshop – 1 to 2 hours

Panel moderation

Other formats – tell us what your event needs.

In person across the UK, or online. In English.

CONTENT

Title and content are tuned to your moment: the start, middle or end of the year or quarter. For example, at quarter-end:

The Quarter-End Review Is Coming

Your teams are busy and yet the strategy isn't moving

WHAT LEADERS TAKE AWAY

- The realisation that they can change how they are read, and that owning it is an act of leadership.
- Five questions to ask before a message goes out, so it is interpreted correctly across the organisation.
- A way to see, level by level, what people took from the message and what they are doing as a result.

SPOKEN AT BBC Academy · Booking.com Annual Global Meeting · Google Campus London · Tesco International Maritime Organization · XLR8 London · Opening Oceans Conference, Copenhagen World Ocean Forum, Busan, South Korea · SMTC, Singapore · Sea Asia, Singapore

LEONARDO'S STAGE EXPERIENCE

- **Improv theatre**
- **Professional business speaker**
- **TEDx producer and coach**

"I've had some brilliant feedback since and several hundred people have watched his talk on the BBC internal website, as well as several senior managers getting in touch to ask if he can run bespoke sessions with their teams."

Mel Rodrigues, BBC Academy, Food For Thought talk, 2016

Book Leonardo to speak at your next leadership event: book@talkforimpact.com

linkedin.com/in/leonardozangrando

Reel, photos and talk copy: tfi.li/speaker-kit