

Topics for Speaking Engagements

Nat Stoddard is a true expert on the selection and development of senior executives, as well as on succession planning.

He is himself a “been-there-done-that” operating leader, who served for 25 years in roles as Chairman, President, CEO, COO, or General Manager of branded consumer manufacturing companies ranging from \$50 million to over \$1 billion, both public and private. He is a compelling speaker with a genuine, open style that captures any audience. He is available to speak to groups of 25 or more executives on any of the following topics developed from the research in his book:

“Playing by the Numbers.” – Reducing the Cost of Leadership Failures

The cost of replacing senior-level executives (excluding CEOs) can run between two and ten times their total compensation, or roughly \$2.7 million on average. The cost for replacing CEOs is even higher. Reducing the cost of leadership failures begins with the selection process, argues Stoddard. He will present his case for updating the traditional selection process and creating a more holistic approach to hiring.

“Culture is NOT the Bacteria Used to Make Yogurt!” – The Importance of Identifying and Understanding Corporate Culture is Critical for Leadership Success

Because “culture” has stayed on the back burner of most company agendas, its impact on leadership selection and performance is poorly understood. Stoddard will debunk the six biggest myths of corporate culture and show why identifying and defining culture is key to leadership success, particularly among newly hired leaders.

“Finding the Best Fit.” – Three Keys to Hiring Senior Executives Who WILL Succeed

Improving the way executive positions are described can make a large difference in a company’s ability to attract and choose the right talent. When organizations research their true needs and the cultures the selected executives will need to lead through, the likelihood of finding leaders who fit best increases dramatically. Stoddard will present three tools for getting at the information that’s needed and strengthening the overall selection process.

Contact Nat Stoddard ([hyperlink to CONTACT US page](#))