



President, Smart & Associates, Inc., **Brad Smart** completed his doctorate in Industrial Psychology at Purdue University, entered consulting, and since the 1970s has been in private practice as President of Smart & Associates, Inc., based in the Chicago area. Brad is frequently acknowledged to be the world's foremost expert on hiring. As a consultant to many visible Global 100 companies, Brad introduced Topgrading methods. Brad has conducted in-depth interviews with over 6,500 executives. He is author of seven books and videos, including:

•Topgrading: How Leading Companies Win by Hiring, Coaching, and Keeping the Best People, by **Dr. Brad Smart**

•Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top Sales Representatives, by Dr. Brad Smart and Greg Alexander

•The Smart Interviewer: Tools and Techniques for Hiring the Best, by Dr. Brad Smart

•Topgrading Toolkit, hi-def videos and books to train in the 12 Topgrading hiring steps, including demos of all the interviews

•Smart Parenting: How to Raise Happy, Can-Do Kids, by **Dr. Brad Smart** and Dr. Kate Mursau

Smart & Associates helps companies Topgrade by assessing and coaching teams, conducting Topgrading® workshops, and providing books, handbooks, and videos to help clients Topgrade on their own. The resulting improvements in company performance have been featured on the cover of The Wall Street Journal, in many Fortune articles, and on CNN.

## Testimonials

"Brad helped us develop the tools to pick the best talent at GE."

- Jack Welch .

### Brad Smart

### Speech Topics

- ▮ Sales
- ▮ Peak Performance
- ▮ Motivation
- ▮ Leadership
- ▮ Human Resources

