



During the first 35 years of my career, I was focused on growing mid-market companies to create value and prepare them for acquisition. As the president, CEO and COB of three different companies in three different industries, I was able to achieve success - creating annualized value increases of 15%, with each company selling for a multiple between 8 and 15 times earnings.

Early in my career, my background was in sales and sales management. In my first command at Dunavant Development, I leveraged that experience to focus on increasing sales and expanding distribution to grow the company.

At LEDIC, my real estate management company, I focused on creating additional leverage from my sales improvement efforts. We took a strategic approach to influence our market, creating a unique content program that was a first for a real-estate management company. We became known for our industry publications, which were a key driver of our profitable, transferrable growth that continued after we sold the company.

Learning More About What Makes People Tick

Growing LEDIC was hard work. We had to overcome numerous challenges to achieve our success - many of the same challenges that other mid-market companies face. In my search for solutions, I realized that almost all of our issues came down to my people - my executive team, our managers, our workers, and our relationships with our vendors and partners. Executing strategy is difficult if your people are struggling with breakdowns in internal communication, demotivators, and personal problems - all issues that hinder their performance. I was compelled to find a solution, so I began researching the science relating to human psychology - what motivates us, our different communication styles, how we ...

Ken Edmundson

Speech Topics

- Teambuilding
- Sales
- Communications
- Business Communications

