



Named one of the “Top 60 Global Thinkers of the Last Decade” by The Economic Times, “the hottest advisor on the corporate virtue circuit” by Fortune Magazine and a “Game Changer” by Time Magazine, CEO, author and thought leader **Dov Seidman** has built a career, and pioneered an industry, around the idea that the most principled businesses are the most profitable and sustainable.

Eighteen years ago, Dov founded LRN with a powerful vision that the world would be a better place if more people did the right thing. From that basic notion, he has grown a successful business that has helped to shape the ways millions of employees, managers and leaders behave and interact all over the globe. LRN helps more than 500 leading companies worldwide develop values-based corporate cultures and inspire principled performance in business. LRN is a member of the World Economic Forum Global Growth Company community of dynamic high-growth companies with the potential to be tomorrow’s industry leaders and to become a driving force of economic and social change.

Dov maintains that in today’s connected and transparent world, people and organizations stand to gain by dedicating new thought and energy to how they do what they do. That’s the inspiration behind his award-winning book, “HOW: Why HOW We Do Anything Means Everything.” Now updated and expanded, HOW includes a new foreword from President Bill Clinton and a new preface from Dov on why how we behave, lead, govern, operate, consume, engender trust in our relationships, and relate to others matters more than ever and in ways it never has before. Since 2007, HOW has been published in the U.S., U.K., Germany, China, Korea, Brazil, France, India, Israel, Russia and Turkey.

The HOW philosophy is ...

**Dov Seidman**

### Speech Topics

- Leadership
- Innovation
- Ethics
- Business Ethics

