



**Norm Smallwood** is a recognized authority in developing businesses and their leaders to deliver results and increase value. His work relates to making intangibles tangible and increasing business value by building organizational, strategic human resource and leadership capabilities that measurably impact market value.

Much of Norm's current work relates to connecting firm brand identity with leadership brand capability. Leadership brand capability occurs when investors, customers and employees have confidence that leaders are able to deliver present and future results in a manner consistent with the desired customer experience or firm identity.

Norm Smallwood is also the co-author of: *Real-Time Strategy, Results-Based Leadership, How Leaders Build Value, Change Champions Field Guide, Leadership Brand, Leadership Code, What is Leadership?* and *Leadership Sustainability*. He has published hundreds of articles in leading journals and newspapers including *Washington Post, Forbes* and *Financial Times* and has contributed chapters and forewords to multiple books. Norm has been a frequent blogger on HBR Online where his blog on Personal Leader Brand was highlighted as one of "ten most read" of 2010.

Norm Smallwood was selected as one of the "Top 100 Voices in Leadership" by Executive Excellence magazine in February 2005, 2006 and 2007. In 2010, the Harvard Business Review recognized Norm as doing "innovative and groundbreaking work on effective leadership."

Norm Smallwood's clients include: Ford, GlaxoSmithkline, Hallmark, Harley-Davidson, Intercontinental Hotel Group (IHG); Intel, National City Bank, Nike, StorageTek and Zurich Financial.

## Norm Smallwood

### Speech Topics

- Leadership
- Human Resources
- Change
- Business Speakers

