



My work here is about business leadership, strategy execution, executive career advancement, and building the kind of authentic success that does not require you to sacrifice your soul and your life, or kill your team to get there.

I'm the author of two books:

*Rise: 3 Practical Steps for Advancing Your Career, Standing Out as a Leader AND Liking your Life* (Random House),

and *MOVE: How Decisive Leaders Execute Strategy Despite Obstacles, Setbacks and Stalls* (Wiley).

I work at the intersection of business success and humanity.

Business can be hard on one's humanity... There are impossible demands, shrinking resources, nasty politics, arrogant people in power, shifting priorities, slow decisions, strategic stalls...It can wear you down.

Effective leadership is built upon dealing with these realities, and understanding what will truly motivate and engage people to do the work that the business needs done anyway.

My work enables leaders to help people stay motivated...to do new and challenging things...over a period of time...in an aligned and decisive way -- so your strategy doesn't mysteriously stall after the exciting kickoff, or fail to ever even get beyond the talking.

Here at Azzarello Group you'll find lots of critical insights for your business, as well as specific and practical ideas and tools to implement in your own situation to go faster, reduce risk, and lower stress.

But the theme that underlies it all is good leadership that is based on authenticity and humanity.

And I'm also here to give you all the career advancement secrets that I learned during more than 20 years of buil...

**Patty Azzarello**

### Speech Topics

- ☐ Leadership
- ☐ Employee Engagement
- ☐ Business Performance
- ☐ Business Motivational

