

JERRY STRAKS

KEYNOTES • SEMINARS • EVENTS

Jerry Straks of Petra Consulting and Coaching, Inc., is a speaker, author, certified professional coach and leadership consultant. He helps business leaders

- be more productive and successful,
- get more satisfaction from their job,
- reduce their stress, and
- achieve more balance in their lives.

His focus is **sustainable** leadership development. He helps small business owners, executives and their most promising leaders establish an **ever-improving leadership culture** based on the core principles of sustainable leadership.

Most businesses are **over-managed and under-led**. World class management skills cannot add much to the bottom line if they are applied in managing the wrong things. Jerry trains leaders how to **continuously and incrementally train their next level of leadership** to not only be better managers, but to make the right choices, to **lead**. Because of his "been there, done that" technical and management experience, his audiences gain practical skills they can use immediately.

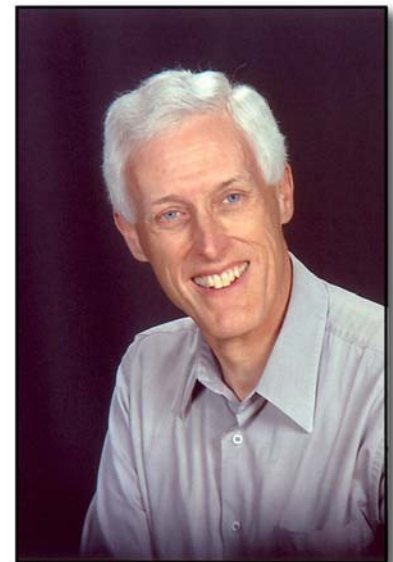
Organizations that are **well-led**

- know how to **manage well**,
- know how to make sure they are managing **the right things**,
- are more **nimble and flexible** in transforming themselves when necessary,
- are **more competitive** in a dynamic and rapidly changing world.

They turn **sustainable leadership** into a **competitive advantage** that keeps them out in front in their markets.

Sustainable leadership enhances a business's bottom-line results now and creates a culture that enhances success long into the future.

Jerry spent over 25 years in high tech in engineering, marketing, product management, corporate strategy, and management consulting. He learned small business from the inside in the family business before going out on his own. He holds a B.A. in physics from Macalester College and graduate coaching certification from JFK University.



CUSTOMIZED KEYNOTES

Representative Topics:

"Herding Cats"

Leading Strategically in the Midst of Controlled Chaos

"I.P.O.D. Leadership"

Waltzing through resistance, or facing the music?

"Competitive Tsunami"

Unexpected Market Shifts Happen. Are You Prepared?

"Sustainable Leadership"

Leading as Though the Future Depends Upon It

"Taming Conflict"

Conflict Management Skills for 21st Century Leaders

"You had the whole room captivated!"

- Sharyn Abbott, Elite Leads

"Your...program was 'right on'--and enjoyed by all...who attended!"

- Jim Lair, AC Transit

"Highest audience feedback rating of the year!"

- Barie Carmichael, NCR Corporation



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