

GLOBAL LEADERSHIP ARTIST

Woody Buckner

IGNITING STRATEGIC DESTINY



You know you need to do something...
bold, dramatic, and now

executive summary

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**"You're the one responsible for igniting your people.
For igniting a bold, dramatic disruption** of an unacceptable status quo.
For doing nothing less in these do-or-die times than Igniting Strategic Destiny."

Woody Buckner
Global Leadership Artist



a bold dramatic disruption



Woody Buckner



promise of ignition



ready or not



7 key values



90 day campaign



what leaders are saying



contact us



Woody Buckner, Global Leadership Artist

For 30 years, Woody Buckner has inspired leaders, teams and cultures.

Woody Buckner has worked with:

ATO, Australia
AT Kearney
Banco Di Roma, Italy
Bank of America
Booz-Allen
BP Group, UK
BP Solar
BT Group, UK
City of Cape Town, S. Africa
Commission del Agua, Mex.
Common Wealth Bank, Aust.
COMSAT
DANONE
Dairy Farmers of America
Deutsche Bank
DWP, UK

EDS
EGTAB, Brunei
Electrolux
Farmland Industries
Fujitsu
Gauteng Shared Services Centre
General Electric
Grupo Radio Centro, Mex.
HSM Urban Partners
Henry S. Miller Int.
IBM
IDA Singapore
IRAS, Singapore
Jugos del Valle, Mex
La Madeleine Bakeries
Learning Station

Loreto Bay Company
IRAB, Malaysia
Maybank, ASEAN
Mexican Investment Board
Mitsubishi, Automotive
Mizuho Financial, Japan
Meridian International
Nabisco
National Data Corp
National Defense Force, S. Africa
Nuffield's Diagnostics, UK
Outward Bound Mexico
PAZ Energy
Pillsbury, Winthrop
Procter & Gamble
Royal Bank of Canada

SAP
Severn Trent, UK
SingTel, Singapore
Sojitsu, Japan
South African Post Office
Sun Life Financial
Titan Corporation
Trust for Sustainable Dev.
University of Virginia
UK Pensions Service
United Way
US-Mexico Chamber
US Department of Defense
Waste Management
Weather Channel
Westfield, Australia



Woody Buckner Promise

your 90-Day Strategic Transformation Campaign will:

Ignite Your Authentic Dream Story

authenticate your vision, mission, objectives and strategy

Ignite Clarity, Creativity, Convergence, Commitment and Common Cause

set inspiring goals, and meet them

Ignite Strategic Destiny

own what you require for these unprecedented times



- 1 Ignite 5 C's: clarity, creativity, convergence, commitment & common cause
- 2 Ignite leadership team out of reacting to 20th-century biases
- 3 Ignite team into actionable change informed by 21st-century vision
- 4 Ignite sustainable team passion + alignment for action
- 5 Ignite extraordinary outcomes in unprecedented time
- 6 Ignite critical breakthrough conversations throughout global value chain
- 7 Ignite your strategic destiny

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90-DAY STRATEGIC TRANSFORMATION CAMPAIGNSM



**Begins with one-on-one, game-changing conversation with Woody Buckner.
Situations transformed at large-scale institutions in 90 days.
Inspiring possibilities ignited into strategic destiny in an extraordinary program.**



Leadership Time-OutSM

Initiates 1on1 with
Woody Buckner to:

Reflect+Reframe

Ignite 5 C's:

Clarity
Creativity
Convergence
Commitment
Common Cause

**Igniting
Clarity**



Walk in the WoodsSM

Actual or virtual walk
to:

Explore plan for
convergence &
alignment of
leadership team
ecosystem

Empower you
to transform
Dream Story into
committed action

**Igniting
Creativity**



Summit of ConvergenceSM

Ignites bold, dramatic
experience resulting in:

Alignment
for action

How to identify
redefine, reach higher
goals

Igniting Strategic
DestinySM

**Igniting
Convergence &
Commitment**



Critical Breakthrough ConversationsSM

Game-changer
technique for:

Reframing, Revitalizing
your
most valued strategic
relationships

Implementing 5 C's:
Clarity, Creativity,
Convergence,
Commitment,
Common Cause

**Igniting
Common Cause**



“No one else delivers such results in so little time. Woody operates from absolute commitment and integrity. He is a unique, positive force for restoring authenticity to the conduct of business.”

L. William Seidman, 14th Chairman FDIC, Chairman RTC, Chief Commentator CNBC

“Dealing with some very significant challenges, this was a unique opportunity to come together with our client demonstrating that a different mindset could be extremely effective in changing the scope of our business and our ability to impact and make progress.

“Our people got very, very excited about the process of bonding on shared goals, shared vision and getting rid of the past by looking to the future.”

Michael Jordan, Chairman and CEO, EDS



“Woody is unique. Transforming and dramatic.
His accelerated breakthrough experience helps clarify vision
and goals, assists management teams to leave their baggage behind,
and come together around a shared vision.”

Hon. S. John Byington, Partner, Patton Boggs;
former Chairman, U.S. Consumer Products Safety Commission

“Our work with Woody has been the heart of our collaboration journey
to revitalize the passion and commitment of 18,000 employees,
empowering a \$200 billion/year organization serving the needs
of 11 million customers in over 200 countries.”

Alexis J. Cleveland, Director General Transformational Government, Cabinet Office,
Her Majesty's Government; former CEO, The Pensions Service, UK



“My Walk in the Woods was a special moment in the journey of my life, a time for deep reflection and clarity that accelerated my future intentions.”

David Boulter, CEO, CapGemini Aspire; former VP, BP plc

“The results, a 67% increase in sales and a 220% increase in third party revenues, are outstanding. We are extremely proud of the transformation and commitment that has occurred.”

Roberto Albarran C., President & CEO, Jugos del Valle



“Woody Buckner continues to guide and clarify my leadership vision and provide interpersonal growth...while sharpening my decision skills at a time in my life that I would have thought impossible.”

Hon. Albert C. Zapanta, Chairman, U.S. Reserve Forces Policy Board

“In today’s uncertain global environment, solutions to major challenges will require overcoming preconceptions...and engaging in multinational collaboration.

“Woody Buckner gets this and uses a multi-millennial sweep of history to put it all into perspective...to know both the stakes and the duty to lead in a selfless way.”

Hon. Stuart Holliday, former U.S. Ambassador- UN Security Council; President, Meridian International



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