

SANDY ASCH

Talent Maven and Champion of EXCELLENT Companies

Sandy Asch's leading-edge messages are power-packed with out-of-the-box ideas and proven techniques. You'll leave with practical business solutions and passion to take action to produce measurable results. Sandy is a champion of EXCELLENT companies, places where top talent chooses to work and chooses to stay. She is passionate about engaging leaders in breakthrough ideas and sharing easy-to-use tools to jump-start their journey toward EXCELLENCE. Sandy's high-content, high-participation presentation inspires you to create new possibilities — lead powerfully, become a talent magnet, create a culture of excellence, and make work more rewarding and fun!



Areas of Expertise

Employer of Choice; Talent Attraction/Recruitment; Retention; Engagement; Employment Branding; Leadership; Communication

Real-World Experience

Sandy brings real-world experience working with 20,000 leaders in 400+ companies on five continents implementing the ideas she teaches. As a result, audiences benefit from meaningful case studies, practical tools to overcome barriers and proven techniques to achieve success.

Long-Term 'Stickiness'

While traditional keynotes often take a 'ship-and-dip' approach, Sandy's presentations focus on creating long-term impact. Audiences leave with specific action plans and commitments to produce measurable results, supported by a clearly defined system for accountability.

High Content - High Participation

Sandy's presentations are uniquely high-content and high-participation, engaging audiences in interactive discussions, activities and brainstorming to ensure optimal learning and application.

Audiences

Senior executives, leaders, managers, HR professionals



FULL BIO

Sandy Asch is Principal of Alliance for Organizational Excellence LLC, a San Diego based consulting company. Asch, an industry leader, is the author of *Excellence at Work: The Six Keys to Inspire Passion in the Workplace*, and is a nationally recognized speaker. She brings 18 years proven success consulting with companies globally to achieve employer of choice status and improve bottom line results through increased ability to attract, optimize and retain top talent.

Sandy's passion is to make the workplace exciting and joyful - a place where people experience pride, satisfaction and fulfillment. At the foundation of her consulting and learning processes is a set of core principles - principles that create the context for excellence. These principles form a code of conduct where integrity, impeccability of the word, accountability, focused action, win-win relationships, balance and fun are 'business as usual'. The bottom line: improved results!

Twenty thousand individuals from 400+ companies on five continents have participated in Sandy's programs as a means to achieve improved results. Her clients span a broad range of industries including high-tech, biotech, telecom, financial services, consumer products, manufacturing, and defense industries, and include: Pepsi; Qualcomm Inc.; General Atomics-ASI; Biosite; Modern Postcard; Remec Defense & Space; The Anthony Robbins Company; ICW Insurance Services, E&J Gallo Wineries, International Paper, Universal City Hollywood and DR Horton Homebuilders.

Sandy holds a Master's Degree in Organizational Management and has taught Graduate and Undergraduate classes in Management and Leadership. She is a frequent presenter to association groups and an approved speaker for Vistage International, where she presents to CEO groups internationally. Sandy also writes a bi-weekly editorial column on talent management for the San Diego Union Tribune.

Modern Postcard, Asch's client, achieved unprecedented growth and increased revenue in 2005, decreasing turnaround time by 64%, and increasing customer service satisfaction to 92%. Modern Postcard subsequently won a Workplace Excellence Award attributing their success in large part to organization-wide implementation of Alliance's Excellence program, delivered by Sandy Asch.

In 2007, REMEC Defense & Space, increased employee retention by 20+% and improved quality by more than 14%. REMEC was recognized as a finalist in San Diego's 2007 Best Places to Work.



TESTIMONIALS

As CIO I have to be proactive in retaining my talent because I know - and they know - how marketable they are. Your presentation was energizing and refreshing because you clearly articulate how the changing talent marketplace impacts the way in which I need to lead, motivate, manage and communicate every day.

- CIO, Modern Postcard

These concepts will help us to progress from a good company to a great company.

- CEO, REMEC Defense & Space

Better than any presentation at the Great Place to Work conference.

- VP HR, Encore Capital Group

As usual, Sandy's presentation was excellent - full of vision, practicality and enthusiasm.

- General Manager, Pepsi Bottling Company

You guided (instead of taught) us through a valuable process of distillation of wisdom and best practices in the business world that we measured ourselves against, identified opportunities for growth and change and made commitments to new strategies and initiatives. This can make a big difference in helping us be better leaders, and become an excellent organization.

- Director Engineering, St. Bernard Software

Information was enlightening and inspiring. Presentation was well organized and delivered with great enthusiasm. Appreciate practical tools provided in the materials.

- Customer Service Manager, Qualcomm

Excellent. Sandy is very inspirational and a true motivator. Great tools, enjoyed the business case.

- Director IT, Mitchell International

I truly appreciate the inclusion of a tangible tool to take back to work with me!! The distinctions for becoming a manager of choice were clear and compelling!

- Manager, San Diego Regional Airport Authority

Presenter obviously believes and lives what she preaches. The video /music analogy was most impressive and most memorable. Exceptional!

- Director Operations, Insurance Company of the West

Excellent! Finally a focus on what "really" makes a difference in an organization.

- City Manager, City of Escondido



TOPICS

Excellence: Six Keys to Unleash Individual and Organizational Success

Use the six simple yet powerful Excellence principles to improve communication, maximize accountability, sharpen focus, enhance relationships, increase energy and create a work environment where employees thrive.

Transforming Your Organization Into An Employer of Choice

The most reliable way to win the war for talent and ensure your business success is to transform your company into an employer of choice - recognized for its leadership, culture and best practices that offer a consistently positive employment experience.

Engage 'em or Lose 'em

Engaged employees far out-produce and outperform the average workforce: they step up to do the hard, even 'impossible' jobs. They'll rally each others' spirits in even the toughest times, and choose to stay even if courted with attractive incentives from your competitors.

Becoming a Manager of Choice

With the projected labor shortfall, unique demands of a multi-ethnic, four generation workforce, and a strong candidate-driven market, job #1 for today's managers is to become managers of choice - expert at attracting, optimizing and retaining the talent your company needs to meet and exceed it's goals.

Making and Keeping the Promise

Today's savvy and sometimes fickle workers have lots of choices. With a click of a button they can review multiple jobs and respond to them simultaneously. How will you entice, endear and engage talented workers so they choose your company, choose to dedicate themselves to you and choose to stay?

A Complaint Free Workplace

Eliminate the biggest time, focus and energy busters in today's workplace - the "3 C's" - criticism, complaint and condemnation. Establish a new set of ground rules to transform your workplace and set a new standard for communication that is positive, future-focused and inspires action.



PARTIAL CLIENT LIST

Pepsi

QUALCOMM, Inc.

Modern Postcard

San Diego Zoo

General Atomics Aeronautical Systems Inc.

REMEC Defense & Space

St. Bernard Software

The Anthony Robbins Company

ICW Insurance Services

San Diego Zoo

Harrah's

Copley Press

Mitchell International

Ensemble Communications

Diversa Corporation

Wawanesa

Pyxis Corporation

International Paper

Universal City, Hollywood

E & J Gallo Wineries

San Diego Workforce Partnership

CancerVax

ENCAD

Biosite

California Instruments

Community National Bank

DR Horton Continental Homes

Insight

Packet Video

MDB Capital Group

Egyptian Cement Company

Source Medical

South Alabama Medical Center

California Instruments

San Francisco State University

Delimex

Neighborhood House Association

Palomar Technologies

Sun International

KPMG

Padre Dam

South Alabama Medical Center



AV REQUIREMENTS

We appreciate your attention to detail and your willingness to partner with us in creating the very best experience for your audience.

- Cordless lapel or lavalier microphone. Sandy would like the freedom to move on the stage and within the meeting room. (If the room & audience are small enough, a microphone will not be used.)
- Second microphone (handheld or stationary) for the introducer. (It works best if there is no need to “hand off” the lavalier microphone from the introducer to the speaker.)
- LCD projector for a PowerPoint presentation. Sandy will bring her own laptop and wireless remote control. Please provide a compatible high-end LCD projector. (The computer has standard VGA output.)
- The PowerPoint presentation includes video clips so a sound patch cord from the computer to the room’s sound system will also be required.
- Projection screen large enough to be seen by every audience member. It is important that the bottom of the screen is visible from the back of the room. The screen can be centered directly behind the speaking area or positioned in a front corner of the room.
- Lighting: The energy and audience engagement in the room are increased when Sandy can see the audience and when the audience members can see each other’s reactions. For this reason please turn up the house lights (excluding florescent lights).
- No head table or other obstacle between the music stand and the audience. Sandy appreciates the opportunity to connect with the audience by moving around and into the group, whenever possible.
- Music stand to hold an 8.5 x 11-inch notebook.
- Cocktail table for the computer — set right next to the lectern.

