



Joseph Grenny

The Social Scientist for Business Performance

Joseph Grenny is a four-time *New York Times* bestselling author, dynamic keynote speaker, and leading social scientist for business performance. For thirty years, Joseph has delivered engaging keynotes at major conferences including the HSM World Business Forum at Radio City Music

Hall. Joseph's work has been translated into 28 languages, is available in 36 countries, and has generated results for 300 of the Fortune 500.

Dynamic Keynote Speaker

Joseph has shared the stage with General Colin Powell, Jack Welch, Jim Collins, Daniel Pink, Patrick Lencioni, and Brené Brown at some of the world's premier leadership conferences and organizations including:

- HSM World Business Forum
- Willow Creek Global Leadership Summit
- American Society of Training and Development
- American Bankers Association

Bestselling Author

Joseph is the coauthor of four immediate *New York Times* bestsellers with more than three million copies in print: *Crucial Conversations*, *Influencer*, *Crucial Accountability*, and *Change Anything*.

He has contributed regularly to *BusinessWeek* and *Forbes*; appeared on *The Today Show*, *CNN*, *Bloomberg*, and *Fox Business News*; and been cited in the *Wall Street Journal*, *New York Times*, *USA Today*, *Los Angeles Times*, and *Washington Post*.

Business Social Scientist

For the past thirty years, Joseph has conducted social science research with the goal to help leaders and organizations achieve new levels of performance. Specifically, he has focused on human behavior—the underlying written and unwritten rules that shape what employees do every day.

A protégé of Albert Bandura, the world's most influential and greatest living psychologist, Joseph's internationally published research led to the development of his four books as well as four award-winning training solutions of the same titles, which have helped more than one million people and 300 of the Fortune 500 companies in 36 countries change human behavior.

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