

LEADERSHIP

KEYNOTE

SPEAKER

“Dean was a great fit for our global team meeting because his message about **Progress Leadership** was perfect for our company at this time. We are in the process of merging two companies together and we needed inspiration and attitude to make the needed progress quickly. **Dean message was timely, energizing and funny but most importantly right on point.**”

– Doug Oathout,  
SVP. Marketing &  
Strategy Global  
Solutions Integrator



# PROGRESS LEADERSHIP

AWARD-WINNING  
AUTHOR &  
LEADERSHIP  
KEYNOTE SPEAKER  
**DEAN  
LINDSAY**

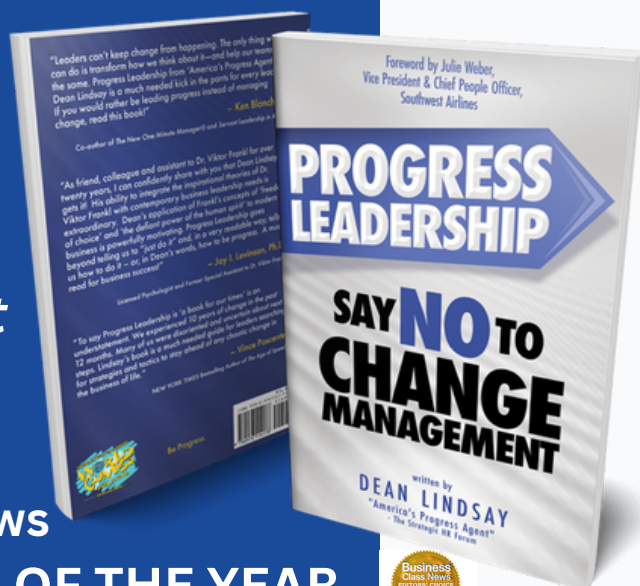


[CLICK to Watch  
Dean Lindsay's  
Speaker Demo](#)


# PROGRESS LEADERSHIP

*Say NO to Change Management*  
by Dean Lindsay

WINNER of the Business Class News  
Editors' Choice Award for BOOK OF THE YEAR



- “Important and timely book” – *Forbes*
- “I recommend this book to HR professionals, business leaders, sales leaders, and anyone who is trying to not only navigate the business world today, but also succeed in it.”  
– Julie Weber,  
Vice President & Chief People Officer,  
Southwest Airlines
- “Leaders can’t keep change from happening. The only thing we can do is transform how we think about it—and help our teams do the same. Progress Leadership from ‘America’s Progress Agent’ Dean Lindsay is a much needed kick in the pants for every leader. If you would rather be leading progress instead of managing change, read this book!”  
– Ken Blanchard, coauthor of  
*The One Minute Manager®* and  
*Servant Leadership in Action*



*"Change is Inevitable.  
Progress is a Choice."  
- Dean Lindsay*

In these uncharted times, it is VITAL that we Create Work Cultures Focused on 'Progress Leadership<sup>®</sup>' and not Change Management. It takes more than the title of supervisor, manager, or "change agent" to lead people in the direction of progress. We all want to partner with organizations that bring progress to our lives.

*"Dean Lindsay's 'Progress Leadership' program is extremely insightful and thought provoking, truly a must see! I would encourage all committed leaders – what Dean calls Progress Agents – to adopt the concepts he shares in this refreshingly helpful and wildly entertaining presentation."*

*– LeAnn Jeter, Co-Founder,*



*"Dean Lindsay's message couldn't have come at a better time. As we begin the difficult work of integrating three newly merged companies, it's critical for us to understand the difference between progress and change. At this critical juncture, we can't afford to make change for change's sake. Dean brought a unique blend of insight with humor and plain-spoken delivery that really made his message stick."*

*– Stephen Ayoub,*

*President and Chief Revenue Officer,*



**To Change Is Human; to Progress, Divine.**

### Dean Lindsay on PROGRESS Leadership® ...

The business term “change management” has been around for a good long while. The term relates to “initiating significant change” within an organization’s processes. This change can include anything from altering work culture to embracing diversity to modifying an individual’s work tasks to increasing company morale and loyalty. The problem with the term “change management” is that no one really desires to change or plans to change. We desire and plan to progress. We do not want managers to manage our change. We want leaders to lead our progress.

Let’s call “initiating significant change” what it truly is (or should be):

**Progress Leadership.** In a time of continual transformation, committed leaders – **Progress Agents** –should focus on inspiring the progress, not apologizing for the change. **Progress Agents** don’t just TELL people what to do. **Progress Agents** include others in the progress as well as the process. It is reasons that shape, nourish, and sustain the thoughts that create the actions necessary to reach desired results.

*“If you want to build a ship, don’t drum up people together to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”*  
— Antoine de Saint-Exupéry

Companies are most successful at “initiating significant change” when the reasons to act connect personally with the individual employees making the alteration in behavior. If the reasons don’t connect with the individual, then the planned progress will be viewed as merely change and will be resisted or at least not acted on. Team members may still physically clock in but have often mentally checked out. **Committed leaders work to positively influence thoughts and feelings as well as oversee actions.** Leaders who do not take the individual into account and do not plan for the human side of Progress often find themselves scratching their heads about where their plans went wrong.

When the next shift happens or next big thing comes our way, we internalize it, and size it up as Progress or Change. **All progress is change, but not all change is progress. We should be careful not to mistake mere change for progress.**

Without personal commitment to execute, new organizational plans and initiatives often fail. Execution is assured by establishing clear links between operations, strategy, and team members. **Progress leadership** means working to understand and communicate how a team member’s personal goals can dovetail with the organization’s goals and thus create true commitment that gets the team member to act – because he or she wants to, not because they have to. **Progress Leadership** means striving to help others find meaning in their work.

**Commit to Progress Leadership. Be Progress.**



# About Dean Lindsay:

Award-winning business author, Dean Lindsay – CEO of The Progress Agents LLC and Founder of World Gumbo Publishing – is a successful entrepreneur, a skilled business culture strategist, and a powerful keynote speaker with a humorous and engaging approach. The popular host of the upbeat business program, ‘The DEAN’s List’, airing on C-Suite Network TV, Dean has been hailed as an ‘*Outstanding Thought Leader on Building Priceless Business Relationships*’ by Sales and Marketing Executives International as well as ‘*America’s Progress Agent*’ by The Strategic HR Forum. Dean's books have sold over 100,000 copies worldwide and have been translated into Chinese, Hindi, Polish, Korean, Spanish and Greek.

## Dean Lindsay:

- is an Active Member of the Viktor Frankl Institute of Logotherapy
- has been featured in the Wall Street Journal and interviewed on the Fox Business Television Network
- served as Guest Lecturer to both the UCLA Anderson School of Management & the International Customer Management Institute
- has had the privilege of sharing his profitable business growth insights on stages across the globe including: Spain, Turkey, Poland, Ecuador, Mexico, Canada, Venezuela, Sweden and the islands of Aruba and Jamaica
- has served as a featured contributor to AMBITION Magazine, The Smart Manager (India), Entrepreneur’s Organization’s (EO) OCTANE Blog, HR. com’s Leadership Excellence & Personal Excellence Magazines, CEOWorld Magazine, , Training Magazine Europe, The People Space (UK), Executive Travel, and the American Management Association’s Moving Ahead magazine. His business views have also been featured on the Voice of America radio as well as the Dallas Morning News and Monster.com.

Dean Lindsay has shared his insights with thousands of business leaders from many of the worlds’ best organizations and brands including:

