

# Global Workforce Innovator



## A Mindset for Change: Seeing Red Cars

Is your organization agile enough?

Laura Goodrich

Let Laura Goodrich help. Laura is a Global Workforce Innovator, experienced in transformation and change.

With nearly 20 years of working with organizations leading change, Laura has learned that without the right mindset you will never be able to gain the needed momentum to create and sustain change. Through her speaking, Laura delivers the tools for creating a mindset tone agile in the moment.

Speaking to audiences globally, Laura is highly regarded as a passionate and riveting speaker. You'll emerge from Laura's presentation with a feeling of enlightenment, a spring in your step, and a renewed sense of where you're headed. Laura's wit, infectious energy, and storytelling prowess will guide you and your organization toward a positive future.

### A Mindset for Change: Seeing Red Cars

Based on the content of her award-winning video and book, *Seeing Red Cars*, Laura delves into the underlining forces that get in the way of creating change in the workplace.

**Your organization will benefit from Laura Goodrich as she:**

- Shows you how fear-based thinking is getting in the way of agility
- Teaches you how to rewire your brain to be successful in a disruptive environment
- Enables you to create thoughts, actions, and behaviors that align with future goals
- Provides the necessary tools you'll need to be agile with your strategic priorities

## More Speaking Topics

### Being Agile

Based on the content in her new book and online learning, *Being Agile*, Laura identifies how industrial age reactions are getting in the way of positive change and innovation. Laura notes that 8 out of 10 people currently working will be irrelevant in the next 10 years—either their jobs will no longer exist or their skills will no longer be needed, or both. Using insights gained over her 20 years of helping organizations navigate and lead change, Laura shows participants how to shed negativity, get past their fear and shift gears to assure success and a positive future

Laura will:

- Share the Drivers of Change and what you can do to see opportunities before others do.
- Teach you how to leverage the power of awareness to respond creatively in the moment rather than reactively.
- Provide the necessary framework you'll need for *Being Agile* so that you can steer toward opportunities.

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## Change and the Future of Work

"Business as usual" is a thing of the past. As the marketplace changes faster than ever, successful organizations will be those that are able to leverage their strengths and better understand their markets.

Laura will:

- Teach your organization new ways to remain relevant
- Highlight the importance of "supporters" in this process
- Show leaders how to motivate and engage their teams in this new norm
- Map out ways to capitalize on opportunities in environments of dynamic change

## Shifting Years, Leverage the Power of Generations

Four generations are together in the workplace for the first time in history! As each generation works to understand the other, organizations that thrive will be those that create opportunities for leaders to leverage the assets of workers of all ages.

Laura will:

- Utilize insights and techniques to bridge intergenerational gaps
- Show your organization how to cultivate intergenerational understanding
- Demonstrate how all generations have something to learn and something to teach
- Demonstrate that all workers are looking for the same thing: purpose and balance in both work and personal lives

## Driving it Home - A Collaborative Culture Solution

You have a strategic priority and it's success is critical. The trouble is, day-to-day responsibilities consume your people's time and create an unclear picture about where your organization is going and why it is so important.

Laura will:

- Demonstrate how employees can collectively contribute to overall success
- Determine the necessary actions it will take to create a sightline to your strategic priorities
- Use the power of film-making sensibilities, storytelling, workforce collaboration, and peer-to-peer influence as strategic tools
- Highlight how spacing learning over time and use of technology can help you accomplish your priorities

## Clients

Medtronic  
Wells Fargo  
Deloitte  
American Express  
MPI - Denmark  
Veterinary Hospital Association  
Crossville  
Evonik  
Executive Next Practices  
Vistage

Dansk HR  
SIM - Singapore Institute of Management  
Moscow School of Business  
St Thomas - MBA alum  
St Kate's Leadership Series  
Pepperdine University MBA Alum  
Decopac  
WI Bankers Association  
YMCA  
Care Providers  
ACA - CEO conference

## What I Believe In

I believe that to create and sustain change, you have to start with mindset first, because transformation is the only way forward. I will help you create an intentional focus on the outcomes you want, paving a trail to a positive future.

**Laura Goodrich**

**View Laura's speech demo**  
**<https://vimeo.com/73004209>**