

# David Grossman

Founder and CEO at The Grossman Group

Chicago, IL, US

David Grossman, ABC, APR, Fellow PRSA, CSP, is one of America's foremost authorities on communication inside organizations

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## Biography

David Grossman, ABC, APR Fellow PRSA, CSP, helps leaders drive productivity and get the results they want through authentic and courageous leadership and communication. He's a sought-after speaker and advisor to Fortune 500 leaders, and author of the highly-acclaimed books. His latest book, "No Cape Needed: The Simplest, Smartest, Fastest Steps to Improve How You Communicate By Leaps and Bounds," recently won the Pinnacle Book Award for the "Best in Business" category and the Beverly Hills International Book Award's President's Award. His other books include, "You Can't NOT Communicate: Proven Communication Solutions That Power the Fortune 100," now in its second edition, and its follow up " which continue to receive accolades and praise for reminding leaders " everywhere and at all levels " on the value of getting leadership and communication right. A frequent media source for his expert commentary and analysis on employee and leadership issues, David was recently featured on "NBC Nightly News," CBS News, CBS MoneyWatch, the Wall Street Journal Online, in the Chicago Tribune and the LA Times. David is a designated Certified Speaking Professional (CSP) through the National Speakers Association, an MBTI® Certified Practitioner, a Prosci Certified Change Practitioner, and taught graduate-level internal communications at Columbia University. David counsels leaders at top organizations to unleash the power of strategic internal communication and drive performance. The Grossman Group's client roster represents a wide range of industries and includes some of the world's leading companies such as Abbott Laboratories, Amazon, Amsted Industries, Hillrom, Johnson & Johnson, Lockheed Martin, McDonald's, Microsoft, and SC Johnson, among others. He's Founder and CEO of The Grossman Group ([www.yourthoughtpartner.com](http://www.yourthoughtpartner.com)), an award-winning Chicago-based strategic leadership development and internal communications consultancy, and taught graduate-level internal communications at Columbia University, NYC.

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## Availability

Keynote, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Management Consulting, Professional Training and Coaching, Corporate Leadership, Public Relations and Communications, Corporate Training, Training and Development

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## Areas of Expertise

Leadership Communications, Communications Strategies and Best Practices, Effective Management Communications, Employee Engagement, Internal Branding

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## **Affiliations**

ABC, APR, Fellow PRSA, CSP, MBTI® Certified Practitioner, Prosci Certified Change Practitioner

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## **Sample Talks**

### **What to Do When You Can't Not Communicate**

Before writing his two acclaimed books, *“You Can't NOT Communicate”* and *“You Can't NOT Communicate 2”*, David had a realization: Everything leaders do means something—especially to those who look to them for direction, guidance and vision. No matter how you slice it, being a leader inevitably means being a communicator. David will offer from-the-field insights on how the top leaders he works with differentiate themselves. He'll additionally equip audiences with best practices and proven, actionable tools they can start using right away.

### **No Cape Needed: Improve How You Lead by Leaps and Bounds**

Becoming a “natural born leader” is similar to becoming an “overnight success story”: Neither happens by chance. Or by birth. Or overnight... Using communication to inspire teams, move employees to action and transform your company can seem like a superpower, but it's like any other skill you develop. It takes a lot of work. It also takes knowing the rules, knowing when and how to break them, and practicing them at every turn. Gain a fresh perspective on communicating with employees, and learn how to plan—yes, plan—your communications in just five minutes. David will introduce audiences to small tips that will improve their performance as leaders by leaps and bounds.

### **Finding Your Most Authentic Voice Through Self-Awareness**

A common mistake among leaders is thinking they have to emulate someone else's style to be effective. The reality is there is no one “type” of effective leadership style. What people respond to most—at work and in life—is the authenticity of the person leading them. David will guide audiences through strategies to shed any adopted personas they've acquired and reconnect with their true selves in the workplace. He'll discuss what authenticity is—and what it isn't. And he'll offer strategies for building emotional intelligence necessary to rise above the fray and stand apart as a leader.

### **22nd Century Communications: Reputation and Authenticity in an Interconnected World**

The communication landscape is changing at an exponentially rapid rate. Through his work and research, David has gained a deep understanding of the trends and best practices shaping the future of communications. In this interactive session, David will set the stage with a pre-read designed to give participants context into the rest of the day's activities. He'll then guide attendees through real-life applications and lively discussion of the different roles communications will play in a new era of communications. Some topics include: Value-creation for the businesses, why trust is paramount, technology and digital, and optimizing influencers. David also offers an optional group activity, aimed at helping each participant solve a personal workplace challenge.

## **Lessons from the Road: Communication Tips, Tricks and Trends**

Through David's more than 25 years working with leaders and communicators across industries, he's gained first-hand insight into the new, emerging and tried-and-tested practices they're using to set the gold standard. David will share the hard-won knowledge he's gained on the road and through his research into the leadership and communications space, including: - Insight into new, emerging and cutting-edge practices - A look at the topics and priorities winning senior management's share of mind, attention and resources - Why a tried-and-true strategy is on life support in most organizations today (but shouldn't be) - The best-of-the-best strategies, tools and resources David has discovered on the road less traveled

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## **Event Appearances**

### **Internal Communications Means Business**

Northwestern University

### **No Cape Needed: Improve How You Lead and Communicate by Leaps and Bounds**

Republic National Distributing Company (RNDC)

### **22nd Century Communications**

Allstate

### **You Can't Not Communicate**

Dixon Hughes Goodman

### **Respectful Authenticity: Bringing Your Best to Work and Bringing Out the Best in Others**

IABC Heritage Region Conference

### **Lessons from a Veteran Road Warrior: Innovative Communication Techniques and Trends**

Poppulo

### **Communicating in Times of Change**

Arizona Public Service

### **21st Century Communications: Successful strategies to deliver authentic communications that engage employees and build reputation**

IABC World Conference

### **Leadership Communication**

Froedert Health

### **Leadership Communication**

Financial Executives International (FEI) Summit

**Giving & Getting Feedback**  
MedStar Health

**Communicating in Times of Change**  
Pioneer Hi-Bred

**Improving Your Communication Effectiveness**  
HTC Corporation

**Changing Culture Starting at the Top**  
IABC Employee Communications Conference

**You're Already Doing It: What to do When You Can't Not Communicate**  
The Nielsen Company

**The Power of Internal Branding to Drive Employee Action: The Communicator's Secret Weapon**  
IABC World Conference

**You're Already Doing It: What to do When You Can't Not Communicate**  
GlaxoSmithKline

**Building Our Communication Skills**  
Texas Instruments

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## **Education**

**University of Wisconsin-Madison**  
Bachelor of Arts Journalism

**Northwestern University**  
Master of Arts Corporate Communications

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## **Accomplishments**

### **IABC Recommended Speaker**

The ?IABC Recommended Speaker? designation has been given to those who have received a favorable rating of 85% or higher at the IABC World Conference and should receive strong ratings with similar audiences.

### **Silver Sabre Thought Leadership Finalist**

The SABRE Awards, administered by The Holmes Group, recognize superior achievement in public relations programs that demonstrate the highest standards of innovation, integrity and effectiveness.

### **National Speakers Association Member**

The National Speakers Association (NSA) is the premier organization for professional speakers.

### **Twice Named PR Week Boutique Agency of the Year**

This award recognizes financial and client-list growth, client retention, and PR creativity and innovation.

### **Top 500 Diversity-Owned Businesses**

The Div500 is a classification that represents the top 500 diversity-owned businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. 2010-2012

### **ABC Accreditation**

IABC's accreditation program is the global standard of professional achievement for business communicators. Accredited members practicing around the world apply the same strategic management process in all communication disciplines, across diverse cultures, and in for-profit and nonprofit organizations of all sizes.

### **APR Accreditation**

Established in 1964, the Accreditation Program is the profession's only national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.

### **PRSA Fellow**

The College of Fellows is an honorary organization within PRSA comprised of more than 300 senior practitioners and educators, each of whom has left a significant footprint on the public relations profession.

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## **Testimonials**

### **Attendee**

"Wow! great session! Pertinent info, presented in a way I understand. Thank You."

### **Attendee**

"David's presentation was EXCELLENT...couldn't have been more pleased."

### **Senior Leader**

"I just wanted to let you know that a number of staff mentioned to me (unprompted) how valuable and timely they found David's presentation. It appears to have really hit the mark!"

### **Susan Schmitt**

"If you aren't using the principles that David teaches, you are not optimizing the power of your people."

**Vice President**

?I thought the session really hit on a highly relevant subject and was really useful. I learned something new which is always a great feeling and it will help in my continued leadership development.?

**Stephanie DeDeaux**

"Learned so much from David's workshop based on "You Can't Not Communicate." Can't wait to learn more!"

**Attendee**

?This session was incredible. Worth the entire conference fee.?

**Attendee**

?Excellent speaker/presentation. Lots of good practical information organized in very useable way. Tangible take-aways!?

**Attendee**

?This [presentation] contributed to my personal growth and development??

**Attendee**

?Captivating Speaker? very engaging. [David] shares valuable information with insights on how to apply it!?

**Attendee**

?The communications presentation was very good. There are very few presenter's who can talk to a group that large for only an hour and have them walk away with both theory and some tactical tools that can be applied the next day.?

**Rick Phillips**

"David Grossman nails the detailed nuances as well as the basic blocking and tackling about leadership communication.?"

**Patricia M. Crull, Ph.D.**

?David Grossman takes the common sense of great communication and provides the tools, techniques, and motivation to help every business leader?from supervisor to CEO?make it common practice.?

**Attendee**

?David is an excellent presenter. He kept the workshop moving quickly and the information was absolutely relevant.?

**John Greisch**

?Grossman's combination of instinctual perception and practical advice is rare.?

**David B. Speer**

?Grossman?s principles and fundamentals for effective communications are constant reminders that to truly make progress, we need to share information across our company in the right way, at the right time, with the right people.?

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