

## Bruce Katlin

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Bruce Katlin's diversified background combines business planning, learning and development design and delivery; marketing and promotions; personal and executive coaching; public speaking with film, television and theatre performance/production, and storytelling. Bruce's expertise includes innovative curriculum and course design and delivery, creative coaching techniques, strategic planning, and business development that enhance and benefit his client's lives both personally and professionally. Bruce designs his training programs using blended solutions including CBT's, Webinars, self-study and group interaction in order to enhance learner comprehension and synthesis. He has over fifteen years global experience in the fields of strategic learning and development, learning program coordination and planning; organizational development; recruiting and behavioral interviewing; teaching, program/instructional design, needs analysis, succession planning; change management; leadership: executive/management development and performance coaching; competency frameworks; and performance improvement. Bruce's clients are individuals and organizations that are looking to enhance and develop their personal effectiveness and leadership skills and style; increase productivity and profitability; decrease conflict and enhance employee performance. He regularly conducts team/group and one-to-one coaching sessions that help individuals and organizations meet their financial and organizational goals. As a strategic planner, Bruce helps his clients realize their overall business goals utilizing a variety of tools and techniques that inspire both divergent thinking, motivation, and success.

As the Director of Employee Learning Initiatives at the CME Group, Bruce created a new internal learning and development and development department that designed and implemented an intensive new hire program which reduced the time from onboarding to desk readiness by 20% while increasing knowledge retention. His department also increased employee engagement results in multiple areas 8% to 17% in a one-year period and employee retention by 20%. Bruce also developed an internal leadership-training program that increased managers' and senior leaders' effectiveness and productivity. He is currently studying the groundbreaking field of NeuroLeadership and its practical applications to personal and business development.

Prior to working with the CME Group, Bruce was the Principal at **KATLIN CONSULTING** his coaching and training consultancy and with Perot Systems a worldwide information technology service provider as their Global Training and Development Senior Specialist. Based in New York City at the **UBS Investment Bank** account, Bruce was responsible for the design, implementation, and delivery of many business and professional skills courses, as well as 180 and 360-degree assessment tools. Through the creation of an innovative learning and development architecture, Bruce provided on average **1.25 million dollar savings** to UBS's Learning and Development annual budget. He is certified to deliver a variety of programs, which include: negotiation skills; civil treatment/sexual harassment education; building trust; change management; team building and conflict resolution. Bruce is also certified to implement and interpret the Myers Briggs Type Indicator, which teaches how to appreciate and get along with different types of personalities. He has also been certified to teach the unique concept of Laughter Yoga, which is sweeping the globe with its unique concept of laughing for no reason, which increases health and well-being.

Bruce's background as an actor, writer, director and producer enables him to offer uniquely creative solutions for each client he coaches, learning and development project that he designs and delivers and for each and every speaking engagement. He has successfully coached "C" level, mid-manager and supervisors through organizational change and transformations; career change;

conflict resolution; team performance; negotiations; sales performance; behavioral challenges as well as presentation design and delivery coaching.

Bruce provides bespoke global learning and development and facilitation solutions including the design and implementation of corporate universities. He regularly conducts educational programs that support his client's core values and assists in the deployment of company change initiatives, performance programs, leadership development and professional skills training. Courses are delivered worldwide throughout Europe, the Americas, the Pacific Rim, and Asia Pacific, which provide both local and global perspectives. Representative client industries include: Fashion design and retail; Hospitality, Investment Banking; Health Care, Film and Theatre. Bruce services his worldwide clients from offices in New York, Chicago, and Taos, New Mexico. Additionally, Bruce has successfully partnered with other learning and development companies to help these organizations meet their clients' needs.

Bruce attended Penn State University, City College of New York and Circle in the Square, majoring in English and Theatre. He recently completed one of the two fiction novels he has been writing and is a painter, avid trail runner and outdoor enthusiast.

Representative examples of Bruce's most recent learning and development projects are listed on the following pages. For additional learning programs and services, contact Bruce directly.

### Partial List of Clients

Global Brands Group  
Franklin Covey  
Turner Construction  
Fast Retailing  
Juicy Couture  
Li & Fung  
Liz Claiborne  
Marriott Hotels  
Training through Creative Arts  
Kripalu Center for Yoga & Health  
North Shore-Long Island Jewish Health System  
Perot Systems  
Saint Vincent Medical Centers  
Harvard Pilgrim HealthCare  
Tenet Health Care  
UBS  
Advanced Health Media  
Advisors Insurance

## Corporate University



*Successful corporate universities address and help solve important business and talent development goals. From conception to implementation, our bespoke designs support and focus on achieving your organization's financial, operational and human performance goals. Aligned with your company and business units' key performance indicators, your University will help drive business and employee growth, as well as employee satisfaction and retention. We will work with you to determine your developmental needs and then create a roadmap to achieve desired outcomes. Our curriculum design utilizes classroom, self-study, and web-based learning methodologies and platforms to accommodate organizational, team and individual needs. We also provide recommendations on university branding, learning management systems, and will work with you to create effective analysis tools. The curriculum will provide training for all aspects of your organization, which include leadership, teamwork, customer service, efficiency, productivity, financials, systems and processes, technical, health and safety, and more.*

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## **Strategic Leadership Development Programs: Supervisors, Managers, And Executive Management**



*The Leadership Development Program is strategically designed in alignment with your organization's overall business goals, vision, mission, values, culture and current and long-range goals. It is based on your organization's leadership competencies and utilizes a comprehensive approach with a framework to grow your current leaders, and develop new leaders. After assessing the organization and its leaders' needs the Program will be customized and tailored. The training is experiential including real-time and practical problem solving that focuses on the world of your organization's leaders. It is an ongoing program that adapts and adjusts to organizational changes and utilizes an effective ROI tool to measure results. The Leadership Development Program goes beyond the one-step approach to learning by using three levels so that mixed groups of leader's learning needs are met.*

### **Change Management**



*This course will help participants learn to experience change without a loss in productivity or performance by taking charge of change. By learning to act on areas they can influence; develop an action plan for adapting to and implementing change; support, guide and encourage others to adapt more effectively to change. Learning objectives and topics include, a model for understanding the human responses, the forces causing change to change, perceptions of change, understanding change resistance, identifying the perceived losses and opportunities from change, developing change resilience in yourself and others; and strategies to capitalize on change.*

## Myers-Briggs Personality Preferences

### Myers-Briggs Personality Types

#### A Guide to Understanding Yours and Others ' Type Preferences



*Increase organizational synergy    Increase Profits*

*Build successful relationships    Resolve conflict*

*Leverage strengths for better teamwork*

*Knowing your own and others' personality styles is a first step to understanding yourself and developing strategies to work more effectively with your team and improve your personal relationship as well. This course introduces the Myers-Briggs Type Indicator (MBTI) and how it can be applied in organizational settings. It will help students understand how we gather, make decisions; orient ourselves to the world and where our energy comes from. Students will also learn what their Type Preferences and Non-Preferences are, what happens to their strengths when faced with adverse situations; and appreciate others' operating styles to help in making constructive use of individual differences. The student will discover how personality plays a role in building and maintaining effective individual, team and personal relationships. Participants are provided with an additional set of tools for designing work, enhancing learning, ensuring effective communications, and building teams, as well as a set of strategies and skills to better manage conflict within a changing work environment. Based on the student's self-assessment they will discover how to determine their strengths and excesses relative to stressful and contentious situations. Students will build and test a personal strategy to apply the learning to current work situations. This is a highly interactive session.*

## ***The Managers' Coaching Clinic***



*Empowering managers and supervisors with the necessary skill base to successfully coach their associates to be effective, motivated and highly productive contributors to the organization. This two-day workshop offers an overview of various coaching skills and techniques that are demonstrated and practiced through the numerous workshop modules. Communication skills, personality types, enhancing performance and conflict resolution are targeted. This workshop is regularly implemented into a fulltime, internal coaching program.*

## ***Standing Ovations Presentations***



*Blending the worlds of theatre and business, participants will see that all presentations are performances. Using acting and other theatrically-based skills and techniques, participants will gain the confidence that is required to deliver motivating and inspiring presentations, leaving their audiences cheering for more. Individual voice and presentation coaching are provided during this non-traditional presentation skills training course.*

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## Advancing Customer Service to Excellence



*This provides participants with the skills, knowledge and ability to deliver excellent customer service to both internal and external customers by utilizing a systematic, four-step process. This customized training course is in alignment your organization's customer service policies, procedures and core values. Participants will learn how to identify their customers' expectations and then how to exceed those expectations and deliver excellent customer service. This course will demonstrate unique, effective and proven customer-satisfying communication skills and techniques. A combination of group exercises, audio and video tapped customer service situations and demonstrations will be used to enhance learner comprehension and subsequent skills synthesis.*

## Less-Stress Produce More



*Internal and external stress factors affect employee performance and business profitability. This course provides realistic, fun and simple methods to recognize, reduce stress and then to convert it into positive energy. With simple breathing, meditation, laughter, self-hypnosis and one-minute desk-chair exercises, participants will leave this course relaxed, refreshed and energized with the newfound skills for managing stress and reducing stress.*

## ***Laughter For Better Health & Productivity***



*Happy people are successful people. This new concept of group laughter is a simple way to improve health, confidence, and communication skills, increase productivity and employee morale, as well as reduce absenteeism and health and medical related costs. This unique concept combines stimulated laughter exercises with core yogic breathing techniques that have been scientifically proven to reduce stress, improve stamina, lower blood pressure and increase endorphins. Corporations and social organizations practicing laughter are reaping the above benefits while enhancing their overall well-being. (Can be incorporated with Stress-Less)*

## ***Winning Negotiations***



*Based on the successful negotiations best seller, “Getting Past No” by William Ury, participants will learn and apply the skills that it takes to achieve win-win negotiations in and out of the office. Through scripted negotiations tailored for your business’s culture and environment, participants spend eighty-five percent of this one-day class negotiating towards winning results.*

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## Storytelling For Executives

### Storytelling for Executives

#### A Valuable Communications Tool To



#### Inspire, Teach, Persuade, Influence, and Create Positive Change

*Participants will enhance their communication skills and their company's mission, vision and messages through vibrant and persuasive storytelling which, will help to create, enhance and inspire employee creativity, retention, increased revenue, trust, and respect. Through this unique and powerful workshop, participants will learn how to create compelling stories that align with their audiences' and organizational needs and particular situations. There is tremendous value and effectiveness in leaders telling stories to convey their messages. Audiences have been long waiting to hear personal and meaningful 'stories' from their leaders instead of long, drawn out lectures and or monthly presentations. Storytelling turns good leaders into superior leaders. The instructor will offer individual direction, coaching, and writing and voice lessons throughout the session. (Bruce Katlin is a noted professional actor, writer, director and acting instructor and regularly tells story at the NYC storytelling venue, The Moth.)*

## Workplace Ethics

### Ethics For The Modern Workplace



*Many people leave their morals and ethics at home. This program focuses on how to incorporate personal morals and ethics with those of your organizations'. Title VII issues of harassment, race, age, gender, disability, religion, and sexual orientation, along with what is acceptable workplace behavior will also be discussed. Other topics will include: workplace humor, abusive behavior, and hiring and firing practices.*

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## The Live Training Network

**THE LIVE TRAINING NETWORK**



*Capture and keep your audience's attention with video training sessions. Each 'broadcast' is written, directed, produced and anchored, exclusively for your associates and clients in tandem with online video webcasting and CBT's*

**REAL-TIME INFORMATION-NOW**

*Capture and keep your audience's attention with video training sessions. Each 'broadcast' is written, directed, produced and anchored, exclusively for your associates and clients in tandem with online video webcasting and CBT's. Internal staff and management can also be utilized as on air talent to lead demonstrations and facilitate training. Take your presentations and training workshops to the net level with a Live Training Network production.*

## The PA's Survival Series

### **The PA's Survival Series**

*Confidence to meet any challenge – Agility & Flexibility to think and act fast – Negotiating & Influencing to manage demanding people – Sensibility, Time Management & Organization for getting everything completed on time while staying sane*



*Today's administrative assistants have more responsibilities along with greater demands of their time than ever before. Expectations from managers and the business alike have created a fast paced atmosphere with challenging situations. Anyone working in this environment needs to be confident and equipped with up-to-date skills, tools and techniques necessary to fulfill their roles and responsibilities effectively and efficiently. The PA's Survival Series will give participants the base knowledge along with proven tools and techniques to aid them in accomplishing responsibilities and daily goals while providing the skills to be poised and confident professionals.*

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