



## Bruce Katlin

---

---

Bruce Katlin is an organizational leadership trainer who drives effectiveness and success through personalized behavioral and cognitive coaching and mentoring practices. He blends cutting-edge neuroscience with theatrical performance techniques to expand empathetic learning and consultative selling capabilities. His diversified background combines business planning, learning and development design, delivery and Learning Management Systems; 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 strategically aligns 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 Global Training Manager 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 available upon request.

### Partial List of Clients

Siemens Healthineers

Global Brands Group

Franklin Covey

Turner Construction

Fast Retailing

Juicy Couture

Li & Fung

Liz

Marriott Hotels

UBS

Advanced Health Media

Advisors Insurance

Time Warner

Training Through Creative Arts

Kripalu Center for Yoga & Health

North Shore-LI Jewish Health System

Harvard Pilgrim HealthCare

Ritz Carlton