

# Susan Luke

## 'corporate mythologist'

accepting change while moving through challenges

What happens when you combine hands-on CEO experience, proven consulting and coaching skills, and superb presentation abilities, and then focus them on your corporate culture and the development of those in leadership positions in your organization?

You get Susan Luke's

### *Myths & Us*

*"one of the most practical programs for developing leaders through harnessing the power of narrative within the organization"*

#### **Combining 20+ years of research with practicality, optimism, & humor**

"You have assisted all levels of management in our organization do things we could not or would not do for ourselves. It's a pleasure to know you're part of our team."

**CEO**

**Kerr-McGee Corporation**

"great ideas and insight...truly helpful in practicality and inspirational in impact."

**VP, Marketing**

**First Interstate Bank**

"...adding you to our program was a stroke of genius. you entertained and educated with ease and our participants loved you... rated 4.97 out of 5 says it all."

**Conference Chair**

**Prudential Assurance Ltd**

**New Zealand**

"...captivating and inspiring. You held us all with the stories you shared. You could have heard a pin drop! The practical ideas and applications are a bonus."

**Vice President**

**Illinois Credit Union League**



Susan Luke, CSP is a corporate mythologist and leadership consultant. Her client list runs from Coca Cola to BHP Billiton Petroleum, from Marriott Hotels to the US Department of Defense, and spans more than a dozen countries on 5 continents. She brings to her clients a unique combination of genuine expertise and powerful delivery. Her compelling information, practical ideas, positive approach, and irreverent sense of humor have garnered rave reviews around the world.

In today's increasingly volatile and competitive marketplace, information is instantaneously available to anyone and everyone. Charts, graphs, and bullet points are the backbone of business today. The ability to see behind the bullet points, cut through the confusion, and make appropriate and relevant decisions is what distinguishes successful organizations, and allows their people to accept change while working through a variety of challenges.

Every good leader recognizes that decisions are made, change is accelerated or derailed, enthusiasm and passion for work is evident or not, because of the stories being communicated in the organization.

Charts, graphs and bullet points make up the bulk of every executive meeting. However, decisions are made based on the stories behind them and the way those in the organization interpret and feel about those stories.

#### **What Are Your Issues of Concern?**

- Leadership Development
- Recruiting
- Strategic Planning: Tactical Delivery
- Increasing Sales
- Service Excellence
- Corporate Culture Dynamics
- Accelerating Change

Why should you pay attention to narrative anyway?

To be an effective leader, to address your primary issues of concern, to ensure the continuing existence of your organization, and for a myriad of other reasons, understanding the strategic value of the narratives in your organization is a must!

"Your message was so appropriate ...All of the indicators suggest [this project] will be very successful – yet the internal issues – trust and open communication are creating distractions that could affect a project that is already heading for success...thanks for the practical suggestions and the extra motivation to make it happen..."

**Plant Manager, Tronox, Inc**