



GLENN LLOPIS

KEYNOTE
OVERVIEW
2023 

GL·L·O

Contents

Experiences that Ignite Momentum.....	2
Activate Individual Capacity at Scale.....	3
Topics.....	4
Different, Dynamic, Data-Driven.....	7
Keynote Fee Schedule.....	8
For Your Event.....	9
About Glenn Llopis.....	10
Books.....	12
Frequently Asked Questions.....	13



■ Glenn Llopis 'yō-pēs

Unleashing Individuality

Best-Selling Author

Forbes Top Influential Writer

Former Corporate Senior Executive

Inc. Magazine Top 100 Leadership Speaker and Business Thinker

Founder of the Leadership in the Age of Personalization Movement

Experiences that Ignite Momentum

*Glenn Llopis doesn't just give speeches.
He creates experiences that spark movements.*

Inspiration should lead to action. Action should lead to change. Change should be measurable.

No matter what you're trying to achieve, you need people at their fullest capacities connecting with and elevating each other as they individually and collectively contribute to a shared mission.

Glenn ignites this process by helping people see and activate their full capacity – for themselves, and for the people they lead. His work has inspired a grassroots movement among executives shedding the limitations of standardization to thrive in our age of personalization.

Almost everyone is holding something back:

- A good idea
- A new method
- An informed opinion
- The full extent of their abilities

Our reasons for holding back might be sound. Most often it's because we've been stifled by the status quo. But in a world where new technologies and business models can make our own products and services obsolete before we see what's coming, we can't afford to have organizations filled with people whose individual capacities are stifled in any way.

Whether people enter the keynote experience feeling

- Energized by their current opportunities
- Satisfied with the status quo
- Frustrated by entrenched limitations
- Discouraged by outdated standards

They leave with momentum to free themselves from what's holding them back, and to activate their full capacity toward the future.



Activate Individual Capacity at Scale

As a society, we are more diverse than ever, more informed than ever, more aware of and proud of our individuality. But corporate strategies weren't designed for that.

Momentum ignites when people recognize their own capacity and realize they can influence the success of the mission through their own individuality.

Glenn has lived this in his life and embodies this on the stage. He is the identity-enabler, with an uncanny ability to connect with people in the audience and respond intently in the moment to elevate the energy of the room.

Since 1985, he's been a fast-tracked corporate executive, a successful CPG entrepreneur, and a C-level strategist and consultant. He's assessed thousands of senior leaders, managers and early in career talent over 15 years and personally worked with hundreds. He's been called a master at navigating the intricacies of a corporate workplace. He has the uncanny ability to quickly evaluate how people have been suppressed throughout their careers and how to unleash them.

Today, Glenn runs GLLG, a nationally recognized workforce development and business strategy consulting firm that builds high-performance leaders, teams and cultures, focusing on inclusion and the power of individuality – using methods Glenn pioneered for successfully leading in the age of personalization.

He combines that wealth of insight and experience with robust personalized data and people analytics, to help leaders identify where they have felt trapped and where they might be trapping others.

And he shows them the way out.



"When it comes to our changing needs of our workforce and customers, leaders have been solving for the wrong things far too long. Glenn's keynote and The Innovation Mentality provide the wisdom to solve for the right things and guide companies of any size to seize one of the last remaining true bastions of growth opportunity."

Fred Diaz
President and Chief Executive Officer,
Mitsubishi Motors North America



Topics

Glenn delivers keynotes on several topics and for varied audiences, but they all overlap with this goal: to activate individual capacity at scale. Each topic is customizable for your audience based on proprietary GLLG assessments, people analytics, and conversations with Glenn about your goals, before you commit.

- **Unleashing Individuality: The Leadership Skill That Unlocks All Others** **NEW**
- **Escape Standardization: Welcome to the Age of Personalization**
- **Constructive Interruption: Build a High-Performance Culture of Inclusion**
- **They're Ready, Are You? The Future of Talent**
- **Greatest Contribution: Discover What You Solve For**

For a sneak peek of each topic, read the descriptions and watch the following highlights:

NEW

Unleashing Individuality: The Leadership Skill That Unlocks All Others

We suppress individuality without even knowing it. We inadvertently keep people functioning far below their full capacity. We can't afford to have people feeling stifled as we tackle our most urgent challenges to thrive in perpetual uncertainty, lead or advance within hybrid remote teams, elevate commitment to health and wellbeing and fulfill promises of diversity and inclusion. The 5 indicators that prevent leaders and organizations from making false assumptions about who belongs where, doing what, and how.

- For Leaders
To Future-Proof the Business



Escape Standardization: Welcome to the Age of Personalization

Most leaders say they want to empower people to contribute at their fullest capacity, but they don't know how. Embrace 5 necessary shifts that will build a culture where people realize and exceed their individual capacity even in times of rapid changes. The 5 shifts help teams and the organization achieve maximum growth and significance

- For Leaders
To Future-Proof the Business



Constructive Interruption: Build a High-Performance Culture of Inclusion

Inclusion is the most essential skill today. It requires that we constructively interrupt our auto-pilot thoughts about who belongs where, doing what. It's not just about who gets hired or promoted. It's also about how people are allowed to grow, to collaborate, to experiment, and to contribute. A culture of inclusion requires a mindset to see opportunity, anticipate the unexpected, unleash passionate pursuits, live with an entrepreneurial spirit, work with a generous purpose, and lead to leave a legacy.

- For Leaders and Managers
To Future-Proof the Workforce



“Llopis knows first-hand that what moves people’s minds and hearts is what moves business.”

Victor Crawford

CEO, Pharmaceutical Segment, Cardinal Health



They're Ready: Are You? The Future of Talent

Gen X is ready to lead, Gen Y is eager to influence, Gen Z is already doing both. Your talent pool is more diverse than ever, and they all want to contribute in their own way. As we shift from standardization to personalization, recruiting, retaining and energizing talent will depend on how well organizations lead and serve employees as individuals. More than anything, people want to know: Do you see me? Do you know me?

- For Managers
To Future-Proof Your Talent Pool



Greatest Contribution: Discover What You Solve For

What do you consistently think about in a big way? What problems are you drawn to? What kinds of solutions do you favor and are especially suited to offer? When you know what you solve for, that's when you make your most meaningful contribution to any mission. Knowing what you solve for is a continuous journey of personal exploration and reinvention, as you evolve along with the workplace and the marketplace.

- For Everyone
To Future-Proof Yourself

“Glenn Llopis hits all the right notes when it comes to business growth. What makes Llopis’ six strategies different is they are profoundly human. Leaders must have the courage to seize the demographic shift and make innovative thinking a core competency. Diversity of thought is a strategic imperative to building the future.”

Stephanie Neuvirth

*Global Vice President, People & Organization Transformation,
Mars Veterinary Health*

Different, Dynamic, Data-Driven

Individuality is the heart and soul of Glenn's worldview. He delivers more than a speech. He isn't there to just say his own words and exit. He navigates the moment, sensing and responding in a way that brings the audience along with him.

Here is a sampling of what he is uniquely suited to deliver.

1. Customized Keynotes Using People Analytics

Customize your keynote in a few ways. Have audience members take one or more of GLLG's proprietary assessment tools, and Glenn will tailor the keynote experience based on that analysis – turning theory into real-world application. He also can customize for particular industries, specializing in healthcare, education, consumer packaged goods, retail, industry associations and more. Glenn will spend time on the phone with you before you commit, to help craft a keynote experience to meet your goals.

2. An Insider and an Outsider – The Benefits of Both

Inspiration is great, but it's shallow and short-lived if it doesn't come with practical ways for people to apply their new momentum for real change. Glenn understands the realities of corporate environments. He's been on the inside, as a senior executive and as founder and leader of a successful food company. He also has the clear-eyed perspective of someone invited in from the outside, from 15 years as a consultant and senior advisor. He refuses to leave the audience with nice-sounding platitudes without the tools to put them into action in real life.

3. Perspective on Hispanic Leadership: Bilingual and Bicultural

Glenn is Cuban-American, with deep roots in both cultures. His father was prominent Latin music pioneer Frank Llopis, who introduced rock 'n' roll into the rhythms and sounds of Salsa and Merengue music with his quartet Los Llopis. Glenn has lived the challenges of navigating the gulf between assimilation and authenticity. He has also generated significant research and data about how organizations need to prepare for the Cultural Demographic Shift™ (CDS) – his term for what happens when segments of the population reach critical mass or numbers sufficient to have a significant effect on what we do and how we act.

"This keynote presentation was a very memorable experience! I felt very inspired by Glenn's message as it made me rethink how to better leverage People Analytics to unlock human potential."

Gustavo Canton

VP People Analytics Schneider Electric. Paris, France





Keynote Fee Schedule

Speaking fees vary depending on type of keynote and event location. As a virtual certified speaker, Glenn Llopis has a proven track record of delivering effective and powerful virtual keynotes.

Books can be provided to attendees at additional cost. For information on deliverables, logistics, prices or how to obtain copies of Glenn Llopis' books, please contact: Sandy Sickler (sandy@glennllopisgroup.com) **949-842-6204**.



In-person Keynote	\$15,000*
Virtual Keynote	\$10,000

**Required, but not included in the price: two business class airfares, ground travel, and accommodations for two.*

All prices listed in U.S. dollars. A non-refundable deposit totaling 50% of the keynote fee is due on contract signing to hold the agreed-upon date for the client.

For more information on booking Glenn, contact Sandy Sickler: sandy@glennllopisgroup.com / 949-842-6204



For Your Event

Approved Short Bio

This short bio can be used in any promotional material for your event:

Glenn Llopis helps people see and activate their full capacity – for themselves, and for the people they lead. His work has inspired a grassroots movement among executives shedding the limitations of standardization to thrive in our age of personalization.

Audio/Video Requirements

For a **virtual keynote**, client to provide the tool needed for the presentation, such as Zoom, Teams, etc.

Client to schedule pre-event tech test with speaker one week prior to the keynote date.

For an **in-person keynote**, client to provide:

- Laptop Connection
- Confidence Monitor
- Lavalier Microphone
- Stool and Highboy Table

Suggested Introduction Script

Here is a suggested script to introduce Glenn Llopis to your keynote audience.

Glenn Llopis helps people see and activate their full capacity – for themselves, and for the people they lead. His work has inspired a grassroots movement among executives shedding the limitations of standardization to thrive in our age of personalization.

Glenn is an entrepreneur, bestselling author, and senior advisor to Fortune 500 companies. He runs GLLG, a consulting firm that builds high-performance leaders, teams and cultures focusing on inclusion and the power of individuality to achieve growth.

Glenn is also a contributing writer to Forbes, Harvard Business Review, and Entrepreneur Magazine.

But more than anything, Glenn is on a mission: to help all of us escape the traps of standardization that hold us back, so we can activate our capacity and influence success through our own individuality.

About Glenn Llopis

Leading With Personalization

Glenn Llopis (pronounced ‘yō-pēs) helps people see and activate their full capacity – for themselves, and for the people they lead. His work has inspired a grassroots movement among executives shedding the limitations of standardization to thrive in our age of personalization.

Glenn is a Cuban-American entrepreneur, bestselling author, speaker, and senior advisor to Fortune 500 companies. He is also a contributing writer to Forbes, Harvard Business Review, and Entrepreneur Magazine. Today Glenn is the President of GLLG, a nationally recognized consulting firm that builds high-performance leaders, teams and cultures focusing on inclusion and the power of individuality to achieve growth. Through intensive coaching, scalable on-demand training, incisive proprietary assessments, and customized strategies for enterprise-wide deployment – GLLG helps leaders build systems that put ideas into action.



“Everyone grapples with how to serve more-informed individuals, while seeking growth amidst marketplace uncertainty and disruption. The answer is to activate individual capacity at scale.”

– Glenn Llopis

Early Career

Glenn fast-tracked at the Gallo Wine Company as a sales representative and then at Sunkist Juice Beverages, where he became the youngest executive in the company’s 100-year history. Leading the successful turnaround of Sunkist’s juice beverage division opened the door for his next endeavor – at only 30 years old – as a senior executive at American Seafoods Company, leading the foodservice and retail business operational units. The result was an increase in market share, new brand introductions, and a full-scale transformation of the company.

Entrepreneur

In 1997, Glenn launched his first business, Luna Rossa Gourmet Foods, which focused on the sales, marketing and distribution of gourmet vegetables, pasta sauce, and salad dressing under its Luna Rossa and Chef’s Harvest brands.

In 2007, he founded GLLG to explore this question: How can leaders seize growth opportunities when they feel crushed and in turn stifle those they lead?

Glenn has explored this question through extensive research, through GLLG’s own people analytics, and through dozens of one-on-one interviews with business visionaries grappling with the same challenge. He wrote three books along the way and has created a robust content library featuring the research and executive conversations.

Media

Glenn is a contributing writer to Forbes, Entrepreneur, and The Harvard Business Review. He was recognized as a top 20 influential writer at Forbes and a top 100 leadership speaker and business thinker by Inc. Magazine. His message is consistently cited in trade, national, and international media outlets.



Affiliations

Glenn serves on the advisory board of the Brittingham Social Enterprise Lab at the Marshall School of Business at the University of Southern California. He is a faculty member of the American Colleges of Healthcare Executives (ACHE), and a member of the Minority Business Enterprise Council. Glenn's content can be used to receive recertification credit for SHRM. He is a board member for Lion's Heart, a national non-profit community service organization for teen volunteering and leadership. He is a mentor for Junior Achievement, and a member of the exclusive Renaissance Weekend think-tank.

"I'm amazed at how my mindset has changed. I've built confidence in knowing who I am as a leader and influencer, what I bring to the table and how to communicate my strengths to others. Glenn's keynote was a transformational experience."

Jody Berenguer

Sourcing Director, Target Corporation

"Glenn does a masterful job of articulating how diversity of thought drives people and business to grow and evolve together. Llopis guides organizations to renew and reinvent how they lead to establish competitive advantage in today's fiercely competitive marketplaces."

David Casey

Vice President, Workforce Strategies and Chief Diversity Officer, CVS Health

Books

Unleashing Individuality in Practice

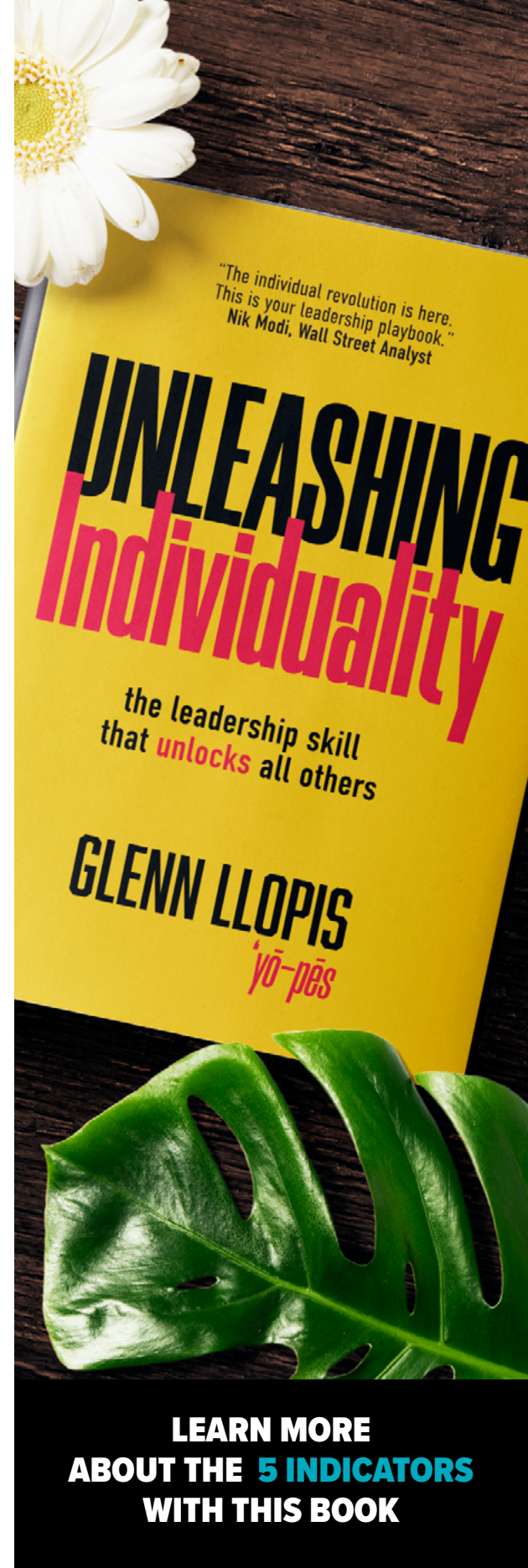
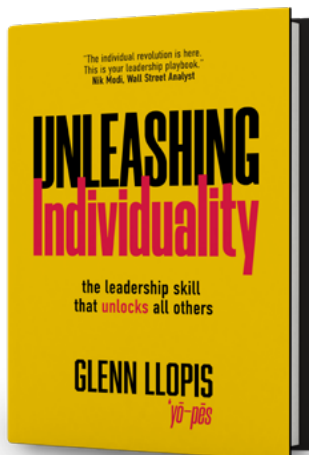
Through his books, Glenn Llopis has helped countless leaders and individual contributors unleash their individuality, master opportunity management, develop an innovation mentality and learn how to lead in a way that honors our age of personalization.



2022

Unleashing Individuality The Leadership Skill That Unlocks All Others

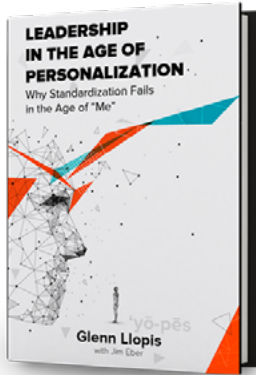
We suppress individuality without even knowing it. We inadvertently keep people functioning far below their full capacity. We fail to see and support each other's full humanity. As a result, people hold themselves back. We can't afford to have people feeling stifled as we tackle our most urgent challenges, to thrive in perpetual uncertainty, lead or advance within hybrid remote teams, elevate our commitment to health and wellbeing, and achieve true diversity and inclusion. The temptation is to try to solve for each separately. But all are linked and can be addressed when we recognize they all share the same major obstacle: suppressed individuality. Glenn Llopis breaks individuality down into its component parts and offers a practical method to help you continuously assess, interrupt and pivot from suppressing to unleashing. Whatever you're trying to accomplish, you need people at their fullest capacities connecting with and elevating each other as they contribute to a shared mission, individually and collectively.



**LEARN MORE
ABOUT THE 5 INDICATORS
WITH THIS BOOK**

Books

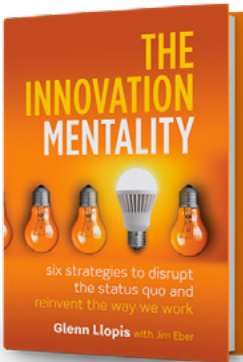
Personalization in Practice: Glenn's Trilogy



2019

Leadership in the Age of Personalization Why Standardization Fails in the Age of “Me”

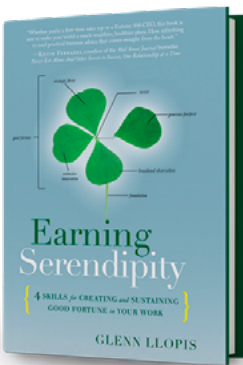
This is a clarion call to leaders: escape the traps of standardization, start leading with personalization—or fall to competitive threats on multiple fronts. Glenn Llopis uses research-based scenarios, data-driven proof and storytelling to show why outdated standards are failing in today’s age of personalization. In a simple, relatable manuscript, Llopis explains why and how organizations must examine systems, protocols and procedures to see where they are keeping people functioning far below their full capacity, or where they fail to see and support each other’s full humanity. He shows leaders how to make five transformative shifts to break free from entrenched habits, escape the traps, and lead with personalization



2017

The Innovation Mentality Six Strategies to Disrupt the Status Quo and Reinvent the Way We Work

In this insightful yet practical book, Glenn Llopis delivers an in-depth look at the alarming leadership identity crisis plaguing today’s businesses and what it really means to be a leader in any company and industry today. To break free of this crisis, leaders must take ownership of a new mindset – The Innovation Mentality – and implement six essential strategies designed to disrupt the status quo, reinvent the way they work, and leverage the full potential of their workplace cultures, employees, teams, partnerships, and client and consumer relationships.



2009

Earning Serendipity 4 Skills for Creating and Sustaining Good Fortune in Your Work

For some people, success seems fated or shrouded in mystery. But in Earning Serendipity, Glenn Llopis shows that most positive changes in fortune – in careers or in corporate ventures – are no mystery at all. Opportunity can be multiplied when you cultivate the right opportunities in the right way, using these four skills: See. Sow. Grow. Share. You see a seed of opportunity – but you don’t know if it’s going to grow. You sow it. With proper watering and focus, it grows. You share it – and multiply the results. We all have control over the path to prosperity. Progression along that path is the result of a rare combination of skills that readers can develop and apply in their careers, businesses, and lives.

Frequently Asked Questions

How far in advance do we need to book Glenn as a speaker?

We recommend contacting us at least 4-6 weeks in advance, but we will do our best to accommodate special circumstances.

Will we be able to speak with Glenn before the event?

Yes. Glenn will spend time with you on the phone so he can learn about you, your audience and your goals for the keynote, your team and your organization.

Can we record Glenn's presentation?

No audio or video recording or broadcast of Glenn's presentation is allowed without prior written approval from us.

How do we get copies of Glenn's books?

Please contact Sandy Sickler **949-842-6204** or **sandy@glennllopisgroup.com** for information on how to obtain copies of Glenn's books. For the books to arrive on time for your event, we need to receive the delivery address at least four weeks in advance if your event is in the United States, and six weeks if your event is international.

Will Glenn sign books after the keynote?

Yes. Please specify in advance that you want to include time for book signing at the event.

Who is responsible for making the travel arrangements for Glenn?

We will make airline and ground transportation arrangements. We ask that the client make Glenn's hotel arrangements and provide the reservation information to sandy@glennllopisgroup.com

In addition to keynotes, what else can GLLG do to help us activate individual capacity?

GLLG builds high-performance leaders, teams and cultures focusing on inclusion and the power of individuality – using methods Glenn pioneered for successfully leading in the age of personalization:

- **Executive Coaching**
- **Consulting and Advising**
- **On-Demand Training**
- **People Analytics**

These customizable services can be scaled throughout an organization or tailored for one-on-one development – in any combination that suits the needs of your organization.

Please contact
sandy@glennllopisgroup.com
with questions regarding keynotes
or any other programs.



Unleashing Individuality, Leadership in the Age of Personalization and GLLG are registered trademarks and the property of Glenn Llopis Group, LLC

Learn more about GLLG:

Visit our online hub at www.ageofpersonalization.com

Learn more at www.glennllopisgroup.com

The background features two large, dark grey, stylized letters: a 'G' on the left and an 'L' on the right. The 'G' is composed of a thick, rounded top curve and a vertical stem that ends in a horizontal bar. The 'L' is formed by a vertical stem and a horizontal base. The letters are partially cut off by the edges of the frame.

GL·JG