



# AXIALENT SPEAKERS

## BUREAU: FRED KOFMAN

"Fred Kofman offers a unique combination of tools and teaching methods to integrate an ethical management style with the requirements of business organizations."

*Peter Senge, MIT Professor*

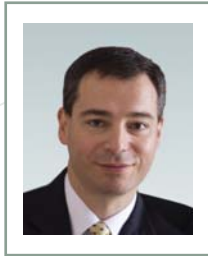
"Fred Kofman is a genius with a heart as big as his mind, if that's possible. Axialent's theory and business practices have the power to transform people, organizations and the world."

*Ken Wilber, Philosopher and Founder of the Integral Institute*

"Fred's work has allowed us to modify our culture faster and with more sustainable results than any other effort."

*David E. Meador, Senior Finance Vice President at DTE Energy and Former Finance Executive at Chrysler Corporation)*





**FRED KOFMAN**

#### FIELDS OF EXPERTISE

- Integral leadership
- High performance teams
- Organizational effectiveness and cultural change
- Conscious business
- Corporate values and integrity
- Unconditional responsibility: the power of being a player
- Conflict resolution: dealing with disagreements
- Commitment conversations: getting results with impeccability
- Effective communication: combining thought, emotion and action
- Learning organizations: moving towards effective action

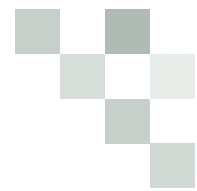
### **An invitation to create extraordinary organizations and make our lives - both professional and personal - into a work of art.**

Extraordinary long-term results are the goal of every business. However, most companies consistently fail to achieve sustained, profitable growth. Why are corporations struggling to prosper, and even survive? Many turn to technical explanations: engineering design flaws, poor resource planning, and financial mismanagement. Although important, technical factors are rarely defining. **The key to organizational greatness is in the human dimension: an organization's excellence is always grounded in the level of consciousness of its people.**

In his book *Conscious Business: How to Build Value Through Values*, Fred states that **the number one killer of organizational effectiveness and personal happiness is lack of consciousness.** Unconscious beliefs trap people into destructive patterns of thought, feelings and behavior which coalesce into disabling cultures. Arrogance, self-righteousness, denial, and immediate gratification are examples of the unconsciousness that pervades our businesses and our lives.

With thought-provoking examples and metaphors, Fred presents a model to reverse this process, revealing the **key values, beliefs and behaviors that enable individual and organizational greatness**, revealing powerful tools that leaders can use to transform the organizational culture. Yet Fred goes beyond tools, sharing actionable recommendations on how to **develop the wisdom necessary to apply them.** Most importantly, Fred invites his audiences to see themselves as the **key levers for change.** As Fred states, it all starts with oneself in the long journey from unconsciousness to consciousness.

Fred has led seminars in the U.S., Europe, South America, Australia and Asia, and has presented his research at many top universities and institutions. Business leaders seek Fred because of his exceptional ability to inspire people to act with greater responsibility, integrity and courage. **Combining philosophical depth with practicality**, Fred delivers powerful, refreshing key notes that leave the audience with the knowledge and awareness they need to **unleash their passion and talents.**



**Educator, Author, Communicator,  
Extraordinary Motivator and more...**

- Named one of the most promising PhDs in economics, graduating with honors from UC Berkeley.
- Achieved a double distinction for “Teacher of the Year” at MIT, where he taught Management Accounting and Control.
- Helped Peter Senge build the Organizational Learning Center at MIT.
- Author of *Conscious Business*, published in seven languages.
- Internationally renowned teacher at Ken Wilber’s Integral Institute.
- Created and taught programs in leadership, personal mastery, team learning, organizational effectiveness and coaching for more than 15,000 individuals.
- Instructs at Naropa University and the University of Notre Dame’s Executive M.B.A. and non-degree executive education programs.

**Fred has participated as speaker  
around the world.**

**Some of many companies Fred has worked with:**

Accenture | Chrysler | Cisco Systems | Citibank | Coca-Cola | Crowe Horwath | EDS | Ford | General Motors | Google | Grupo Pão de Açúcar | Grupo Santander | Hewlett Packard | HSBC | Itaú | Michelin | Microsoft | Opel | Pepsico | Procter & Gamble | Shambhala | Shell | Spectrum Health | Storage Tek | Techint | Telecom | Unilever | Yahoo!

**Fred has presented his work at several top institutions:**

- MIT’s Sloan School
- Harvard University’s Economic Department
- Harvard Business School
- University of Chicago
- Northwestern University
- University of California at Los Angeles and Berkeley
- London School of Economics
- University of Tel Aviv
- Universidad de Barcelona
- Nanyang Technological Institute of Singapore
- Naropa University
- University of Notre Dame
- Universidad de Buenos Aires
- Instituto Tecnológico de Buenos Aires
- Universidad Francisco Marroquín de Guatemala
- TEC de Monterrey

**Languages:**

- English
- Spanish

*Beyond his work, Fred enjoys traveling and outdoor activities. He has run nine marathons, climbed Aconcagua, Kilimanjaro and Mt. Kenya, heli-skied in the Bugaboos and the Himalayas, scuba-dived in the Caribbean and South Pacific, and trekked for several weeks in Nepal and Thailand.*



Axialent is a consulting company  
focused on improving organizational  
performance through leadership,  
teamwork and individual effectiveness.  
With a wide array of Consulting Services,  
Diagnostic Tools and Development Programs,  
we strive to help our clients achieve  
exceptional, sustainable results through people.

Axialent has worked with more than  
20,000 managers, teams,  
and executives of top-level  
companies around the world.



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