



**BOBBIE LAPORTE
& ASSOCIATES**

**An advisory firm providing science-based,
real world leadership solutions for the
volatile road ahead**

Disruption at Scale — Unprecedented Instability

Today's executives are faced with a challenging environment unlike any they have experienced in the past. And we will see more change in the next two years than in the last decade.

- **Ready for anything.**
The constant barrage of change can wear down even the most accomplished leaders. Stop playing defense and use the element of surprise as a strategic advantage.
- **Impact and personal agency.**
Perfect is the enemy of progress in an uncertain world. Making mistakes and building a strong network of supporters is key to building the confidence to act without knowing the end result.
- **Contagious confidence.**
No one has instant answers. Go beyond standard collaboration and empower confidence in your team and colleagues to find solutions hidden in plain sight.
- **Real world experience — real world results.**
Progress is now measured by how fast we respond with best next moves. As a former Fortune 50 C-level exec and six-time Ironman triathlon finisher, I know what it takes to guide leaders on the uncertain road ahead.

How We Get Results — Helping Leaders Be VUCA Ready®



Client Case Study Results — Benefits & Outcomes



Customer Experience technical org added \$100M to company bottom line



Enterprise SaaS sales organization doubled ARR goal attainment within 12 months



IT infrastructure SaaS org reduced attrition by 70%



Product Management org reduced attrition by 40% while launching several products

Client Results — What Our Clients are Saying

“ I am a fan of Bobbie’s work blending science-based solutions and real-world scenarios to help leaders take advantage of the uncertainty in our world. I asked Bobbie to kick off a leadership planning offsite and help us see these challenging times from a place of possibility. Her approach helped us focus our efforts, exceed the goals we were seeking, and continues to guide our work today. ”

— **Meg Bear, SVP Engineering and Operation, SAP/Success Factors**

“ I’ve been working with Bobbie for several years – in my role leading Creative Cloud Experience & Engagement at Adobe, with my leadership, and in a new Emerging Leadership program. Her insights and guidance in managing change and uncertainty have helped us think differently about leading during these challenging times and provided a framework for optimizing both our potential. ”

— **Kakul Srivastava, Head of Experience and Engagement, Adobe**

“ Bobbie’s experience as a successful sales executive together with a science-based approach to developing a possibilities mindset has helped our team consistently exceeded our sales targets. Bobbie's advice and guidance is now more relevant than ever in our competitive and disruptive environment. Thank you, Bobbie, for giving us the competitive edge we need! ”

— **Sara Coady, Head of Enterprise Sales, Stripe**



Bobbie LaPorte is Founder and CEO of Bobbie LaPorte & Associates, an advisory and consulting firm providing leadership and organizational development services to Fortune 500 companies, global organizations and promising start-ups.

Before founding her business, Ms. LaPorte served in CEO, COO and CMO roles in several Fortune 50 companies, including IBM, GE and United Healthcare. She also led two healthcare technology start-ups. She has an MBA from Harvard and a Master's degree in Positive Leadership and Strategy from IE in Madrid.

Her current focus is on helping leaders navigate unprecedented instability. She blends real-world scenarios with science-based solutions that help leaders build the confidence and personal resilience to be ready for anything. Bobbie offers this break-through framework through workshops and keynotes, enterprise-wide learning programs, and 1:1 executive coaching and advisory services.

Bobbie is currently training for her seventh Ironman triathlon. Her two Golden Retrievers – Posey and Nilla – often accompany her on training outings in the San Francisco Bay Area.



Put the power of positive leadership to work for your organization!

Contact **Bobbie LaPorte & Associates**

info@bobbielaporte.com

415-490-7594 • bobbielaporte.com