

BRYCE *HOFFMAN*

Strategic REINVENTION®

The trusted system leaders use to create clarity, align their teams, and build the next success of their organization.



BRYCE HOFFMAN

4x Founder & CEO - Red Team Thinking
Wall Street Journal Bestselling Author
Top 100 Leadership Speaker

Bryce Hoffman is a bestselling business author, an *Inc.* Top 100 Leadership Speaker, and a globally recognized expert on decision making and strategic thinking.

For more than a decade, Bryce has advised and trained senior corporate and military leaders around the world, helping them think more critically and lead more effectively. He has helped *Fortune* 500 companies uncover hidden vulnerabilities in trillion-dollar strategies, align fragmented leadership teams, and develop winning strategies that are resilient enough for today's volatile and complex world.

Leaders turn to Bryce when the playbook they relied on no longer applies – and when they need a trusted system to navigate an increasingly uncertain operating environment defined by accelerating change.



THE KEYNOTE EXPERIENCE

Strategic Reinvention®

How to Lead What's Next in an Unstable World

In this high-impact keynote, Bryce Hoffman draws on two decades of work as a business journalist inside the world's most successful (and most troubled) companies – including his front-row seat to Ford's legendary turnaround – to deliver the framework leaders need to reinvent their organizations before disruption forces their hand.

Bryce combines hard-won insights from his work with *Fortune* 500 executives and military leaders using the Red Team methodology he learned as the only civilian to complete the U.S. Army's elite Red Team Leader course.

Audiences walk away with a clear, actionable system that transforms uncertainty from a threat into your greatest competitive advantage.