

Margaret Reynolds

Why Margaret?

- Founder and CEO of Breakthrough Growth Unlimited
- Author of *Reignite: How Everyday Companies Spark Next Stage Growth*
- Top-rated Keynote Speaker
- Results-oriented Business Advisor
- Led strategy for Hallmark Cards, Inc.
- Her ideas are unique, new and simple... and they result in 2-10x growth
- She tailors sessions to showcase insights and applications appropriate for your industry or company
- Competes in (equine) distance riding and rides horses across the globe

Book Margaret Now!

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Organizational Growth Expert

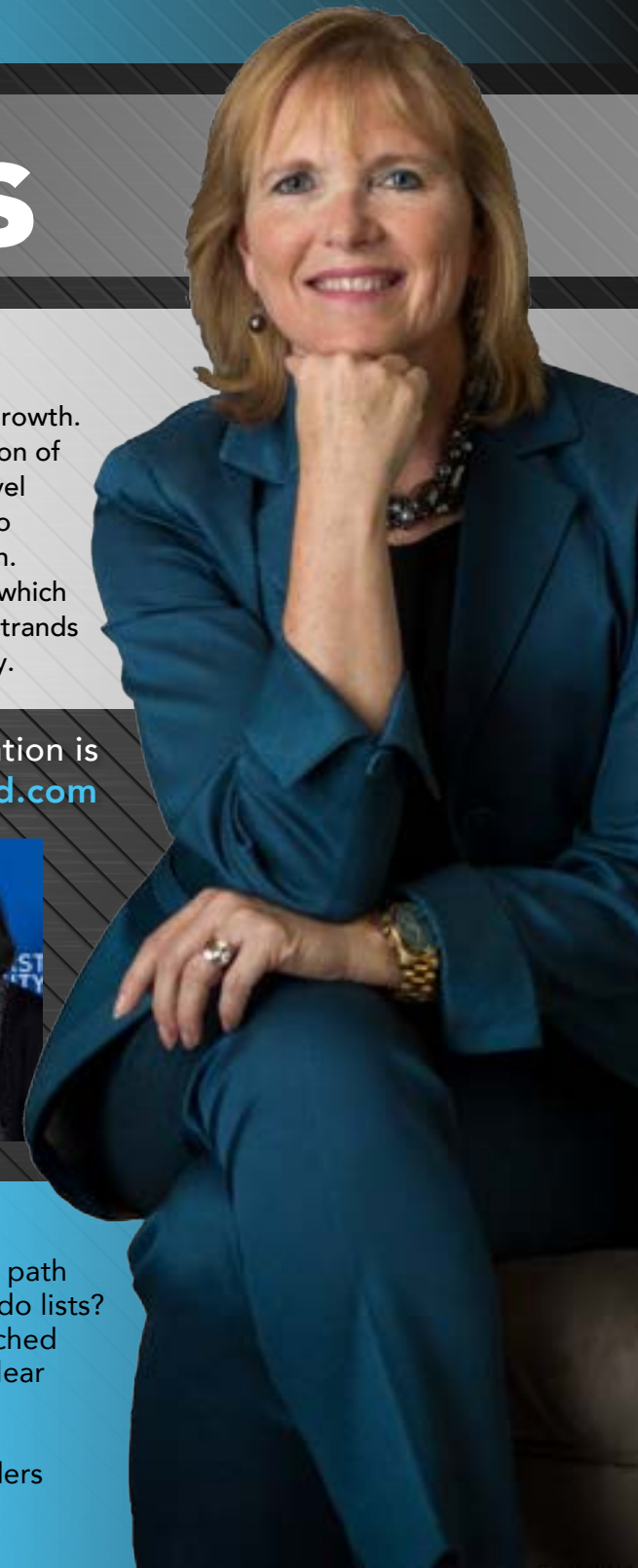
Margaret Reynolds helps mature companies double their growth. She uses her x-ray vision—honed through a rare combination of analytical insights and creative solutions—to ignite next level growth by showing organizations the hidden possibilities to achieve the elusive goal of significant and sustained growth. As a speaker, Margaret delivers a content-rich experience which enables leaders to identify which of the four GrowthDNA strands they need to work on to improve performance immediately.

Participants can find out how growth-minded their organization is by taking the GrowthDNA Scorecard at www.dnascorecard.com



Top Program: GrowthDNA

Why do some leaders drive their organizations to achieve the hidden path of growth possibilities while others languish in their never-ending to-do lists? Savvy leaders recognize that game-changing growth can only be reached through the integration of market-intelligence inspired confidence, clear strategy, commitment-driven leadership, and a value-adding culture. Margaret Reynolds' four strands of GrowthDNA deliver the secret to stretching beyond what is probable and predictable, and enable leaders to achieve record-breaking growth year after year.



GrowthDNA Keynote Overview:

- **Confidence:** Using the right data at the right time inspires the confidence necessary for bolder actions, transformative insights, and stronger organizational alignment behind key decisions. Margaret will reveal the questions every business must be able to answer with data and how to use that data to spark new growth ideas.
- **Clarity:** GrowthDNA strategy goes beyond obvious business improvements to define the organization's potential, to establish a clear focus for customers and products, and to determine how the organization will win. Margaret will walk you through what it takes to generate a 10x growth strategy.
- **Commitment:** Leaders enable commitment by defining key deliverables, demonstrating alignment, and motivating and energizing team members. Margaret shares the biggest mistakes that keep growth efforts from working and shows you the most effective approach to correct them.
- **Culture:** A growth-minded culture empowers employees, leverages the collective brain trust of the organization, and establishes clear accountability, yet so many leaders struggle with how to create and sustain it. Margaret will review three simple ways leaders can establish a growth-minded culture.

With the 4C's of GrowthDNA, any organization can move from status quo to transformative growth.



Growth DNA

ORGANIZATIONAL GROWTH EXPERT

Margaret Reynolds



"As our keynote speaker, Margaret Reynolds set the tone perfectly for a successful event. She captured the attention of everyone with thought-provoking ideas on challenging the status quo and finding new ways to drive business success. If you are looking for a speaker to make your event a success, Margaret is the one to call!"

Steve Sutherlin, Executive Director of COLA/Vision Council

"Margaret was not only engaging, interesting and illustrative, she was very relevant using real business experience we could relate to."

Halma HITE Conference

"Margaret nailed our challenges while showing us a path for growth, making us think in new ways that are already proving invaluable. We were so impressed with her thinking and approach that we hired her to help us build our GrowthDNA."

Kevin O'Malley, CEO, Travel and Transport

"I have sat through a lot of strategy discussions and this was one of the best I have ever attended. The case studies of others and how you weaved that through the model was great. You stretched us to think about the business in a broader context and to challenge the existing paradigm."

Steve Barbarick, President and Chief Merchandising Officer, Tractor Supply Company

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