

**BREE
GROFF**

**CHANGE AGENT
KEYNOTE SPEAKER**

CHANGE EXPERT BREE GROFF HAS HELPED TEAMS AND COMPANIES EMBRACE CHANGE IN ALL ITS ASPECTS FOR OVER A DECADE. BRING HER INTO YOUR ORGANIZATION TODAY TO INFORM, ENLIGHTEN AND INSPIRE EMPLOYEES TO FACE CHANGE WITH ENTHUSIASM AND PURPOSE.

Bree Groff is a change expert and Principal Consultant at SYPartners – and she’s on a mission to help companies not just embrace change, but get good at it.

For more than a decade, Bree has been focused on transformation, innovation, and organizational design, advising leaders at companies including Calvin Klein, Adobe, Google, Etsy, Capital One, and Dropbox.

Previously, Bree was CEO of NOBL Collective, an organizational design and change consultancy, where she led NOBL to double its revenue and expand globally. She has founded and led an Innovation Department, advised Fortune 500 companies as a service designer, and explored communication and decision-making as a psychology researcher.

In previous careers, Bree performed as a stage actress and taught high school math. She holds an MS in Organizational Learning and Change from Northwestern University and is a visiting lecturer at Northwestern and Parsons.



IG|B

“I have always identified as a change junkie. It’s why I’m in the business of transformation. Why I’ve lived in five different cities in the past ten years.”

- BREE GROFF

Bookings at hello@br.ee

SPEAKING TOPICS

01 for all audiences

RESISTANCE, LOSS, AND NEW BEGINNINGS: WHAT WINE CORKS TEACH US ABOUT TRANSFORMATION

Organizational change is just individual change at scale. And so to transform a company, an industry, or the world, we must first understand change at the human level.

In this interactive keynote, Bree will explore resistance to change, as illustrated by real client stories and case studies from the wine industry. She'll share the six types of loss employees experience during change and offer a framework for leading teams through authentic transformation to successful change.

02 for senior executives

HOW TO CREATE THE FUTURE: LEADING HUMAN-CENTERED TRANSFORMATION

You are a leader in your organization. You can peek around corners, see the writing on the wall, and it's clearer to you than most how your company must evolve. But simply having vision doesn't make a leader. The leaders that succeed are the ones that can galvanize hundreds, thousands, tens of thousands of people to work in new ways, day in and day out; the ones that see transformation not as a strategy locked in a powerpoint, but as human behavior change, at scale.

In this interactive keynote, Bree will explore resistance to change, as illustrated by real client stories and a case study from the wine industry. She'll share the six types of loss employees experience during change, and offer proven techniques to help executives inspire change throughout the organization.

SPEAKING TOPICS

03 for people leaders

MANAGING CULTURE THROUGH TRANSFORMATION

As change becomes the new normal, the skillsets of People Leaders are more critical than ever before. In this interactive keynote, Bree will share how HR, Change Management, Talent, and People Leaders can partner across the company to shepherd employees through transformation.

Attendees will learn how to identify resistance in its many forms, diagnose the six types of loss employees anticipate during change, and design a plan for driving authentic, effective change in their own organizations.

“So engaging, thought provoking, and perfectly weaved in client examples to make big ideas about change come to life.”

