



# JORDAN GOLDRICH, COO, MCEC

Author · Speaker · Executive Coach

Jordan Goldrich, partners with executives who get called jerks or bullies to drive results without damaging relationships. Jordan is co-author of, **"Workplace Warrior: People Skills For The No-Bullshit Executive."**

Unlike writers and speakers who (ironically or hypocritically) use demeaning language to refer to these executives, he believes they possess a warrior spirit that is essential in our volatile, uncertain, complex and ambiguous world (VUCA).

He challenges them to compare themselves to the best warriors on the planet: the Navy SEALs and other special operations forces. He shows them

how to maintain their commitment to accomplishing the mission with the lesser known commitments of the SEALs: Serving with humility, controlling their emotions and placing the welfare and security of others before their own.

Jordan is a Chief Operations Officer, Master Corporate Executive Coach (MCEC), Professional Certified Coach (PCC) and Licensed Clinical Social worker. He is a partner in the business consulting firm CUSTOMatrix, Inc. and an executive coach for the Center For Creative Leadership.

## JORDAN'S MOST POPULAR MEDIA TOPICS

- ✓ **How to drive results without damaging relationships:** Focuses on a key leadership and interpersonal relationship competency- how to give negative feedback. Steps include managing yourself, framing and giving behavioral vs. judgmental feedback and remaining open.  
**Value Add For Audience:** How to be successful in conversations about performance issues, perspectives on business strategy and tactics and other key issues tied to business results.
- ✓ **Workplace Warrior: A unique perspective on abrasiveness and bullying:** Focuses on how their brain is wired, how to gain credibility, that most do not want to hurt people but have a warrior spirit that is needed in our volatile uncertain, complex and ambiguous times.  
**Value Add For Audience:** How to balance "hard" and "soft" power to build trust, alignment and performance.
- ✓ **How To Coach and Manage Executives Identified As Abrasive or Bullies:** Focuses on the drivers of abrasive behavior and on the mixed messages in our leadership culture about driving results vs. making everyone feel safe and accepted.  
**Value Add For Audience:** Understand how to build credibility with abrasive executives, help them uncover their intrinsic motivation to change, challenge them to commit and support them in changing.

## PRAISE

"Jordan Goldrich provides a unique perspective on executives who get labeled as abrasive or as bullies. He recognizes that demeaning, bullying behavior is not acceptable and that hard driving, results-focused personalities are needed in our complex, rapidly changing business environment. Thus, he challenges hard driving executives to express their warrior spirit while minimizing unintended negative impact."—**Marshall Goldsmith, #1 New York Times bestselling author of Triggers, MOJO and What Got You Here Won't Get You There**

## CONTACT

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