

# SPEAKER BIO:



*John M. Sylvester*  
**JMS Strategies**

John Sylvester is founder of JMS Strategies, an organizational effectiveness firm dedicated to strengthening the social and business skill sets that align with 21<sup>st</sup> century High Performance business cultures.

A constant self developer, John has learned much from both success and set back but through it all has continued to reach out beyond conventional strategies to learn and identify the more overarching principles of successful organizations. It's in this "blended" approach that's lead him to work with some of the brightest minds in the Real Estate, Entertainment, Consumer Services and Professional Service industries. John brings with him not just experience but proven results in areas of Business Operations and Leadership Development.

He is a graduate from the University of Mississippi, holds an MBA from Mercer University, has served as an advisor to the State of Georgia Department of Economic Development, was recognized for creating a student life discussion titled "Get Disturbed". John has spoken to audiences large and small and has also chaired various boards and philanthropic committees including Junior Achievement, Hands on Georgia, Leadership Troup, Volunteer Memphis and The Boys and Girls Club.

# Keynote Topics

- **Change Management**- In today's chaotic business landscape the ability to effectively manage change is not only a strategic advantage, but also essential to doing business successfully in the 21st century. Those that know how to create an environment that encourages, values and rewards effective change management skills today - will be the ones to see the most progress out of their personal and professional lives tomorrow.
  
- **The Trust Factor** - Most organizations are filled with intelligent, capable people who are stifled because of lack of communication skills or because of a larger organizational environment that does not support honest and direct communication. Even in the tech world we live it is still people who do the work of an organization and are ultimately responsible for its success.
  
- **Diversity: not just an investment strategy anymore**- Being able to communicate effectively about diversity issues and a few tips on leveraging diversity to help meet the social business challenges of today.
  
- **Power of Persuasion: getting to yes!** Forget about great arguments, persuade with triggers! This is a unique look at the human mind and how to get people to make quick automatic decisions. This discussion touches on a few focal points of John's full day course that's dedicated to teaching the 7 triggers of short automatic thought and coaching participants how to inject the principles into their personal and professional lives.
  
- **High Performance Leadership**- Those who change the world are those who act on their goals and dreams. Yet, it is not necessary to change the world or become a household name to become a great leader. The focus here is on influence and the responsibility of leadership in high performance organizational cultures.