
MEDIA KIT



Author – Professor – Motivational Speaker –
Change Agent – Human Capital Evangelist

Aligning People, Performance, & Payoff

M E E T

Dr. Johné Battle, MBA, M.S.Ed,

Author – Professor – Motivational Speaker
– Change Agent – Human

Capital Evangelist Aligning People,
Performance, & Payoff

Dr. Johné Battle is an author, keynote speaker, professor, executive coach, change agent, blogger, and leadership development expert who helps smart people lead more effectively and develop high performing teams. He provides diversity and inclusion counseling, change management, team building and leadership development for CEOs, top executives, and leadership teams ranging from mid-sized businesses to Fortune 500 companies.

As a dynamic motivational speaker, Johné has taken the attention of students, athletes, educators and corporate execs of all ages, interests, and backgrounds hostage with his energetic and heartfelt messages of hope, persistence, and moving beyond your circumstances. His story of overcoming an early age reading disability to pursuing an Ivy League doctoral degree has inspired audiences across the nation. He is an advocate for transformational development, and life-changing reimbursement by leveraging the benefits and freedoms that can only come through education.



The most inspirational speaker you will ever hear!

Battle2Victory Quotes:

"The reason why most people fail instead of succeed, is that they give up what they want most, for what they want at the moment."

"Leaders must go first and lead by example. Not from a position of authority, but rather from a position of influence. Because "influence" is the new currency that propels organizations forward today."

"Most people want to back-up to the stove of life and get heat from it. But they don't want to put any wood into it."

"It's hard, but it's fair."

IGF INCLUSION GENIUS
FACTORY

"I am a "Victory" for common folk."



Why it's never too late for transformation

A lifelong resident of Atlanta, Georgia, Johné struggled in his elementary school years with a learning disability/challenge that hindered his ability to read. His mother quit her corporate job to start working with him to bring his reading skills up to par in an era before home schooling became popular. He later graduated in the first class from B.E. Mays high school and attended Miles College as a student athlete where he majored in Mass Communications. After 21 years of working in Corporate America, the Entertainment Industry, and K-12 Education, Johné decided to return to school and pursue his life-long goals of furthering his education.

He attended Mercer University and completed his specialist degree BAS in Organizational Leadership, graduating Magna Cum Laude and as a member of the prestigious Omicron Lambda National Leadership Honor Society. He then attended Emory University's Goizueta Business School and was awarded an EMBA degree. He earned his doctoral degree from the University of Pennsylvania's GSE, and Wharton Business School CLO program where he also earned his second master's degree in Education. The program is a collaborative effort between The Wharton Business School and the Graduate School of Education and prepares leaders for roles in Work-Based Learning Leadership.

Dr. Battle works in the areas of personal branding, team building, leadership effectiveness, diversity and inclusion, organizational performance, and succession planning. He has consulted with multiple industries including energy, pharmaceutical, health care, life sciences firms, retail manufacturing, consumer products, and financial services firms.



“There is nothing more powerful than a made up mind.”



The Psychology of Engagement in the Workplace.

All too often leaders fail to understand and fully embrace the benefits of psychology on engagement in their workplace. As a leader, it's incumbent upon you to achieve the highest possible return on assets...and human capital is the most asset you have.

More than ever before, because of the realities that stem from the worst economic downturn in the history of our country, demanding customers, a shortage of top-tier talent, and limited resources, leaders today are tasked with doing more with less and yielding better results for the company's bottom--line.

Research has shown according to Robert Half International that the average person works at about 50 percent of their capacity. The research showed that this generally can be contributed to unclear job assignments, failure to understand priorities, poor leadership and direction, and a lack of feedback.

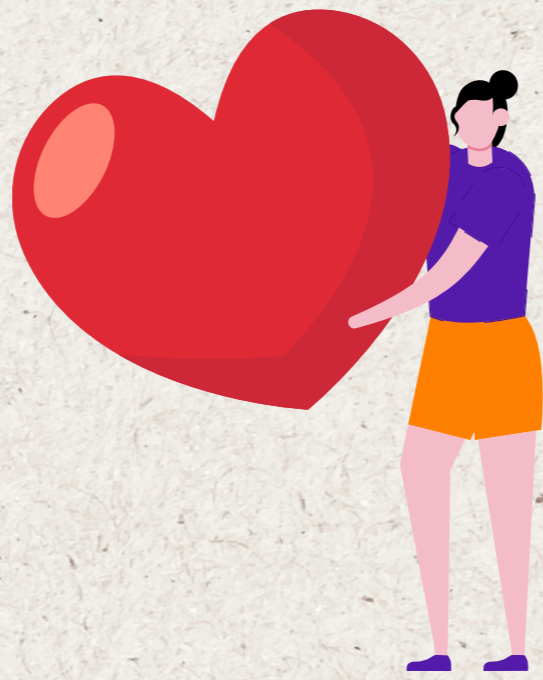
So here is the critical lesson for leaders today; how you treat people, what you literally say and do has a direct impact on their emotions!

It does not matter how much education, intelligence or experience you have as a leader, if you can't connect with your team's emotions you will ultimately fail. Influence is the new currency that leaders must have to build high levels of employee satisfaction and engagement. To get the maximum return on your human capital, you must develop leaders with the tools to understand how people think, and the ability to know what the intrinsic and extrinsic drivers are behind why people do or don't do things.

The critical psychology 20th century breakthrough research on "self-concept" should be leveraged in all leadership development programs today more than ever, because each person has a self-concept that will predict performance in every area. The "self-concept" holds the key for leadership to understanding how all human-beings personality, performance, productivity, and happiness is aligned.

Performance Keys

If leaders want to unlock more of the potential in their teams, they must first understand how the self-concept of the person works, and more importantly how they can influence it in a positive way. The self-concept, that unique blend of beliefs that is the intrinsic driver of the individual, is made up of three parts: the self-idea, the self-image, and the self-esteem.



1. The Self-Ideal.

There lies within each person an idea of the very best person that he or she can become. For this reason, leaders must understand the critical need to connect the vision, mission, purpose, and goals in a way that satisfies the deep subconscious needs that people have, to achieve at a high level in their work and personal life.



2. The Self-Image.

Our self-image is defined by how we see ourselves. We can only achieve balance in this area when the way you see yourself, the way you think others see you, and the way others do see you are aligned.



3. The Self-Esteem.

We see self-esteem as a measure of “how much you like yourself.” The more a person likes themselves, the more they like others. The more they like other people, the more inspired they are to do great work. There is a direct correlation between self-esteem and *self-efficacy*. The more a person likes how they see themselves in their work, the better that person performs in their role.

WHY TALENT ALONE IS NOT ENOUGH



Q: What role should GRIT play when sourcing for talent?

As I frequently consult and benchmark with my colleagues across the country, I am surprised at how many organizations exclusively use assessment tools tied to competencies as their primary way of identifying talent for their organizations. Even interviews can be challenging when trying to identify that right fit for your organization, there is no interview that can measure GRIT and tell us if a person is going to work really hard every day over a period of time.

What organizations often fail to factor into the equation of sourcing for talent is that cognitive ability alone does not translate into organizational success. What we really want is a candidate who has a high level of talent, but also a high level of effort that allows for them to maximize achievement. GRIT shows us the evidence of commitment to a challenging situation that is sustained over a few years. Studies have shown that cadets from West Point and Student-Athletes are excellent examples of people who have high levels of GRIT. Ultimately, we know that $\text{Achievement} = \text{Talent} \times \text{Effort}$ if we are going to maximize production in the workplace with human capital.

DR. JOHNÉ'S

SPEAKING TOPICS

- ✓ Success versus Significance
- ✓ Critical Thinking for Turbulent Times
- ✓ Student Athlete to Corporate Athlete
- ✓ Get Ready, Get Set, GO
- ✓ No Struggle, No Progress
- ✓ Aligning your Vision with the Goal
- ✓ Why Leaders Go First
- ✓ BATTLE2VICTORY™



In the Media

The works of Johné Battle has been recognized, quoted, and interviewed by some of the leading news outlets, and Fortune 50 companies in the world, including: Walmart, The NFL Coaches Association, Warner Bros. Music, Grammy's In The Schools, CNN, ESPN, FOX Sports, The Atlanta Journal and Constitution, The Sporting News, Yes Network, Rivals, and NBC.



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BRING GREATNESS TO YOUR STAGE