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## BRYCE HOFFMAN

Consultant

Bryce G. Hoffman is a bestselling author, award-winning business writer and management consultant with more than 20 years' experience working with the high-tech, biotech and automotive industries. He is also a senior strategist who teaches leaders how to build and use management systems that drive accountability, foster teamwork and deliver on strategic goals.

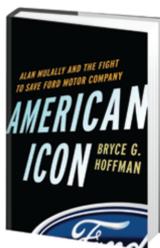
Bryce is the author of *American Icon* which has become a manual for CEOs and a guide for organizations that want to transform their cultures and build winning teams.

As a dynamic and engaging speaker, Bryce regularly appears on television and radio shows in the United States and around the world. He engages his audiences by sharing the inspiring story of Ford's epic turnaround. Bryce has been a guest on the BBC, NPR, CNN, CBS, CNBC, Fox Business, Bloomberg, PBS, and other local, national and international networks.

*"Bryce Hoffman has done a stellar job of capturing the Ford story — and more to the point, showing us how Mulally did it."*

*Lee Iacocca*

## AMERICAN ICON: ALAN MULALLY AND THE FIGHT TO SAVE FORD MOTOR COMPANY



Bryce's book, *American Icon: Alan Mulally and the Fight to Save Ford Motor Company*, is a Wall Street Journal bestseller that was named one of the "Best Business Books of 2012".

It draws on Bryce's years of experience covering Ford for The Detroit News and more than one hundred interviews with current and former executives, employees, union leaders, dealers, suppliers and government officials. Ford gave him unprecedented access to senior leaders, internal documents and company archives. The result is the definitive account of what is being heralded as one of the greatest turnarounds in business history.

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## SPEAKING TOPICS

### **The Power of Vision**

Before Alan Mulally could fix Ford, he had to figure out what the company stood for. He did that by returning to the original vision of its legendary founder, Henry Ford. By uniting employees and other stakeholders around that vision, Mulally was able to make the tough changes that were necessary to save the company without undermining morale. Without such a clear and compelling vision, it is hard to lead change.

### **Working Together To Win**

In this discussion, Bryce speaks about the power of vision and how to find your vision. Before Alan Mulally was hired in 2006, Ford was a company mired in its own caustic culture. Executives made decisions based on what was best for their careers, not what was best for the company as a whole. However, within a few short years, Mulally transformed Ford into a model of teamwork. He also convinced Ford's unions, suppliers and dealers to help him do what needed to be done to save the company by showing each of these groups how they would benefit from Ford's success.

### **Look Forward, Not Backward**

Bryce talks about this "Working Together" approach to business and how you can apply it in your own organization. The key to Alan Mulally's success at Ford was a forward-looking management system that tracked the company's progress against his turnaround plan, drove accountability and fostered teamwork.

Bryce talks to why this system is a superior alternative to the backward-looking "ops reviews" corporations have used for decades.

*Interested in booking Bryce to speak at your next event? Contact Jess Gozur, Marketing Manager, [Jess@fassforward.com](mailto:Jess@fassforward.com) or (914) 738-7200.*