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## ROSE FASS

CEO, Founder

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Rose Fass is the founder and CEO of fassforward Consulting Group, a leading edge business transformation firm. Rose works with Fortune 500 executive teams on translating strategy, driving change and growing leadership.

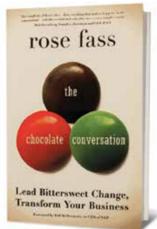
She has over 35 years of experience in technology and consumer-based industries. During her career, Rose has opened new businesses in the United States, been a general manager with full P&L responsibility and led major corporate transformations. As the Chief Transformation Officer at Xerox, Rose led the transition to the global industry and solutions business, — integrating acquisitions, diverse cultures and operating units, to develop and execute their enterprise strategy.

A dynamic speaker, Rose is frequently invited to speak at private and public sector events. She is listed in Forbes' 2012 Top 10 Women Business Leaders of New York. Her firm has been awarded the Inc.500/5000 for three consecutive years. She has been a guest on CNBC, is quoted in several best-selling business books and, is the author of *The Chocolate Conversation: Lead Bittersweet Change, Transform your Business*.

*“Rose has the unique gift to take a mess, turn it into a business problem, and quickly put in place effective steps towards resolution.”*

*Bill McDermott, CEO, SAP*

## THE CHOCOLATE CONVERSATION: LEAD BITTERSWEET CHANGE, TRANSFORM YOUR BUSINESS



The single factor that determines success or failure today is the conversation. Great leaders use public and private conversations to cultivate a common worldview, set standards and uncover concerns that can undermine the goals of the organization. Rose uses chocolate as a proxy to provide a simple method for how businesses can avoid a meltdown and have complete leadership conversations that move people to action. Rose shows leaders how to achieve growth, scale and productivity by focusing on relevance, the most important issue in business today.

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## SPEAKING TOPICS

### **The Chocolate Conversation**

When you think of chocolate what comes to mind? Snickers, truffles, Éclairs? If a simple word like “chocolate” evokes so many interpretations, how many more occur when there’s something like a new complex strategy at stake? The most effective leaders recognize that different interpretations happen, and take action. They create a common World-view where people feel they play a part. They understand the Standard each person is working with. And finally, the leader uncovers the unmet needs, or Concerns.

Rose speaks about how the conversation determines leadership and transformation, and how leaders can avoid meltdowns and drive change in four key areas – growth, scale, productivity, and relevance.

### **Addicted To Relevance**

There is one big question every CEO should be asking, because regardless of if they are asking it or not, their customers and shareholders are answering it: “are we relevant?” If relevance isn’t one of your business considerations, you won’t have the opportunity for growth and scale, and productivity will become about shrinking your company. The bottom line is simple - businesses that are not relevant may hobble along but will eventually fail. The answer to relevancy is change, and that starts with you.

In this discussion, Rose talks about the part you play in relevance. She shows you how to have the only two conversations that matter – conversations that re-frame someone’s thinking and conversations that incite action.

### **Your Culture**

Every company has “a way we do things around here”. That’s how we define culture. It’s what is valued, the principles lived by, and the way people treat customers and each other. Culture is a key component of your company DNA, and it contributes to Chocolate Conversations. It is the make or break element in the success or failure of mergers and acquisitions.

Rose speaks about when different cultures with different world-views meet, and the conflicting standards that arise. She will show you how to properly navigate through this phase by uncovering the unmet needs of all key stakeholders, teams and organizations.

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