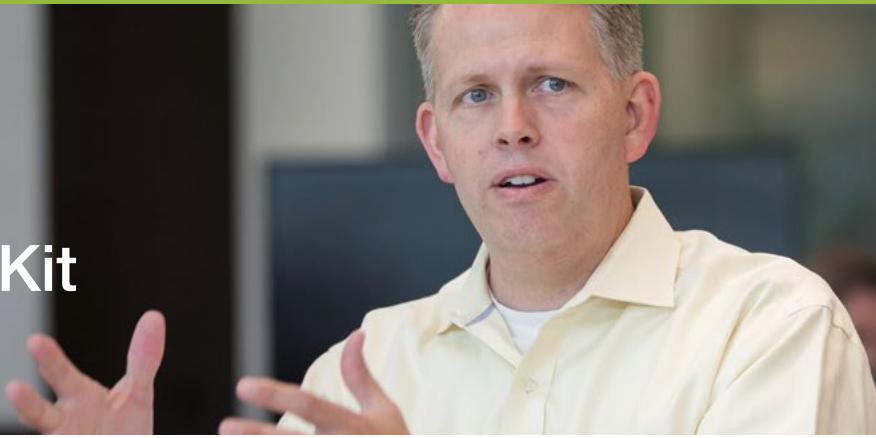


# Press Kit



## REED DESHLER

Principal, AlignOrg Solutions



### GENERAL OVERVIEW (233 WORDS)

Reed Deshler is a renowned leader in strategic organization design. As an organization catalyst, he works with executive teams and human resource teams to define winning strategies, align organization and business models for success and mobilize employees and stakeholders in the desired direction.

Reed has guided Fortune 500 companies — including Tyco, 3M, Abbott Laboratories, Hertz, Cummins, Cisco, and USAA — as well as middle market businesses and nonprofits through change successfully and helped them solve complex organizational challenges. Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, “a great step-by-step manual on defining and changing the design of your company.”

As principal of AlignOrg Solutions, Reed regularly presents at industry conferences where he shares insights on organization design and change management with diverse audiences, ranging from C-suite to HR executives. Reed writes and speaks frequently on issues related to organizational challenges, implementing business models for success, and ways to create buy-in among stakeholders to achieve true organization transformation.

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- Principal of AlignOrg Solutions, founded in 1995
  - Guides companies through complex organization change and turning strategy into reality
  - Helps all ranks of an organization align daily operations with strategy
  - Pinpoints common stumbling blocks to a company’s success and turns them into building blocks
  - Coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*

## BIOGRAPHY

### FULL BIO (234 WORDS)

#### Reed Deshler

Principal of AlignOrg Solutions, Reed Deshler, specializes in developing strategic organization designs and helping companies bring them to fruition. As an organization consultant, Reed works with executive teams and human resource teams to define winning strategies, align their organization and business models for success and mobilize employees and stakeholders in the desired direction. He's guided Fortune 500 companies — including Tyco, 3M, Abbott Laboratories, Hertz, Cummins, Cisco, and USAA — as well as middle market businesses and nonprofits through change successfully and helped them solve complex organizational challenges.

Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, “a great step-by-step manual on defining and changing the design of your company.” This guide outlines AlignOrg Solutions’ organization alignment process, which pinpoints the most common stumbling blocks to a company’s success and methods for turning challenges into building blocks that align strategy with the reality of day-to-day operations.

Prior to AlignOrg Solutions, Reed held a variety of HR leadership and line leadership positions that cemented his understanding of the complex organizational challenges many companies face. He regularly writes and speaks on issues related to organization transformation and ways to implement — and create buy-in — among stakeholders for new business designs. Reed participates in a variety of organizations including The Conference Board and the Human Resource Policy Association.

## BIOGRAPHY

### ABBREVIATED WEB BIO (187 WORDS)

#### **Reed Deshler**

Principal of AlignOrg Solutions, Reed Deshler specializes in developing strategic organization designs and helping companies bring them to fruition. As an organization consultant, Reed works with executive teams and human resource teams to define winning strategies, align their organization and business models for success and mobilize employees and stakeholders in the desired direction. He's guided Fortune 500 companies — including 3M, Abbott, Hertz, Chevron, Cisco, and General Mills — as well as middle market businesses and nonprofits through change successfully and helped them solve complex organizational challenges.

Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, “a great step-by-step manual on defining and changing the design of your company.” This guide outlines AlignOrg Solutions’ organization alignment process, which pinpoints the most common stumbling blocks to a company’s success and methods for turning challenges into building blocks that align strategy with the reality of day-to-day operations.

He regularly writes and speaks on issues related to organization transformation and ways to implement — and create buy-in — among stakeholders for new business designs.

## SPEAKER INTRODUCTION

### SPEAKER INTRODUCTION (167 WORDS)

#### Reed Deshler

Our speaker today, Reed Deshler, is an organization catalyst. He works with executive teams and human resources teams to define winning strategies, align organization and business models for success and mobilize employees and stakeholders in the desired direction. A change leader, organization design expert and principal of the management consultancy AlignOrg Solutions, Reed brings multidimensional business models to life for Fortune 500 companies, middle market businesses and nonprofits so they can align strategy with operational reality.

Reed is coauthor of *Mastering the Cube: Overcoming Stumbling Blocks and Building an Organization that Works*, a guidebook that Clayton M. Christensen, professor at the Harvard Business School calls, “a great step-by-step manual on defining and changing the design of your company.”

Reed has guided numerous Fortune 500 companies — including Tyco, 3M, Abbott Laboratories, Hertz, Cummins, Cisco, and USAA — as well as middle market businesses and nonprofits through change successfully. When companies are looking to propel growth through organizational transformation they call on Reed.

Please join me in welcoming Reed Deshler.

### ABBREVIATED SPEAKER INTRODUCTION (103 WORDS)

#### Reed Deshler

Our speaker today, Reed Deshler, is an organization catalyst. He works with executive teams and human resources teams to define winning strategies, align organization and business models for success and mobilize employees and stakeholders in the desired direction.

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# IMAGES

