

Theresa M. Ashby, PhD, MBA

Speaker, Author,
Corporate Advisor and
Growth Imperative Expert

STRATEGY OPTIMIZED | TALENT ENERGIZED | VISION REALIZED

“There is an economic circle of life when a company is doing well. People are more satisfied if their work is purposeful; more money is inserted into the economy, and a vast number of new opportunities can emerge when things are working well.”

AS FEATURED IN

Forbes



CBS



TEXAS HERALD

INFLUENTIAL
PEOPLE
MAGAZINE



Dr. Theresa Ashby is known as a Stratologist. She is recognized as a savvy, provocative and genuine individual and is widely respected for her business acumen. Theresa is a national business and success consultant, advisor, speaker, and author who is passionate about driving businesses forward, as this is the only thing she believes helps grow the economy on all levels.

Theresa impacts organization through delivery of groundbreaking speeches, consulting, and advisement. Her background includes thirty years of experience in a variety of leadership roles, managing a \$50 million budget, overseeing \$1.7 billion of capital improvements, running hundreds of teams at one time, implementing operational strategies, and serving as VP of operations for a leading healthcare organization.

She currently is the CEO of Strategic Implementation Solutions, holds a seat on a corporate board, is a trustee for World Affairs Council-OC, and is an Assistant Professor at Loma Linda University, and enjoys traveling the world.

INSPIRING ABOUT BUSINESS SUCCESS/ENGAGING AND FUN MEDIA GUEST

Here is a startling statistic: CEOs attend, non-strategic meetings, an average of 37 per week, consuming 72% of their total work time.

CEOs need to regularly review which are truly needed and which can be delegated. (source: Fast Company)

Strategy will always be an issue for Executives, Founders, Entrepreneurs, and Investors who are charged with successfully balancing people, profits, and process because of the ruthless focus required on the outcomes and priorities in a chaotic environment.

What is real work? How often have you heard someone say, “They all seem so busy, but I feel like no work is getting done”? What is really happening is work is getting done, just not the *real* work that is needed to move strategy forward.



BOOK THERESA TODAY!

949-533-8832 | Theresa@StrategicImplementationSolutions.com
StrategicImplementationSolutions.com

Theresa's most popular keynote presentation include:

- ▶ Better Implementation NOW! Eight Ways Great Strategies Fail & How to Fix Them
- ▶ Beautiful Messes: Balancing Chaos & Stability to Avoid Stagnation & Achieve Real Growth
- ▶ Leading From the Inside Out: The Personal Evolution that Ready Leaders for Major Professional Revolution
- ▶ Truth & Consequences: Removing Roadblocks of Outdated Business Beliefs
- ▶ Corporate Ecosystems: Leveraging Interconnectivity for Transformative Change

Theresa's most popular media topics include:

- ▶ The MYTH of strategic implementation in today's environment
- ▶ Why the strategic RULES have changed and what to do about it
- ▶ The GROWTH IMPERATIVE: All companies must grow or die

KIND WORDS AND PRAISE

"She takes her work very serious, and always has the best interest in the clients' success, and as serious as she is, she is also the most inspirational, passionate and fun person to work with in all settings."

VP OF OPERATIONS, HEALTHCARE

"I just want to hang out with Dr. T because I learn so much and have the best time when I am around her."

CEO, IMPORT/EXPORT COMPANY

"She may teach you how to build on your Genius Edge, but she is a Genius when it comes to ensuring there was value out of the stories she was telling. She was masterful at driving home opportunities to eliminate mediocrity in my organization."

CEO, MANUFACTURING



Theresa's book on Strategy

What kills great strategy? A lack of implementation planning. As the business adage states, successful companies work on processes versus projects. Otherwise seemingly urgent work gets in the way of real work that is needed to move the strategy forward. **Better Implementation Now!** shares practical ideas for achieving an implementation plan that leads to better results in a shorter time frame, with more profit and more engagement.



BOOK THERESA TODAY!

949-533-8832 | Theresa@StrategicImplementationSolutions.com
StrategicImplementationSolutions.com