

## Colin Coggins & Garrett Brown

Business Transformation Change Agents, Popular USC Professors of Entrepreneurship

**Re-Thinking Leadership: Be a Teammate, Not Just a Coach.** With decades of experience as transformational leaders and executives of purpose-driven, revenue-forward companies, Colin Coggins and Garrett Brown introduce a surprising approach to leadership that is rooted in connection, optimism, intentional ignorance, emotional intelligence, and embracing the agency we have to show up as our authentic selves each day. Drawing from their own experiences as leaders, as well as the experiences of the famous leaders and elite performers they interviewed for their *Wall Street Journal* bestselling book *The Unsold Mindset*, Colin and Garrett lead an upbeat session complete with entertaining stories and thought-provoking, actionable takeaways for how anyone can level up as a leader. As they reveal, the most successful leaders share many of the same habits — beginning with a seemingly counterintuitive mindset that rewards authenticity with influence and impact. The insights they share show audience members how to gain support for their ideas, creatively solve problems, spark high-performing cultures, and inspire and bring out the best in others — all while remaining true to their own purpose and values.

**Transform, Don't Transact: Impactful Strategies for Selling Anything and Everything.** For anyone looking to gain buy-in for an idea or spur others to take a next action — be it to join a mission, make a purchase, or change their mind — transformational leaders and change agents Colin Coggins and Garrett Brown present forward-thinking ideas and practical strategies for how to move from transactional to transformational cultures in order to create enduring value, foster loyalty, and drive sustained growth. Amid their fun banter and stimulating anecdotes, Colin and Garrett explore the limitations of transactional thinking and demonstrate why relationship-centric organizations are more optimally positioned to thrive in dynamic business environments. Their paradigm-shifting insights put the wheels in motion for how teams and individuals can move people to the center of their business strategies and cultivate deep, meaningful relationships that translate into tangible value for all parties involved.

**The Pathologically Optimistic Guide to Change Management.** With change being the only constant in business, Colin Coggins and Garrett Brown reflect on their own experiences as agents of change within the organizations they helped evolve to present a gripping session on the art and science of change management. Together, they discuss the core mindset principles of some of the greatest leaders on the planet, and why it's crucial for success in modern organizations. They provide time-tested frameworks, tools, and tactics for planning and executing change initiatives, inspiring teams to embrace and adapt to change, communicating goals and progress to stakeholders, addressing resistance, and working through the complexities of change to see successful culture transformation through to the end.

**Transformation Workshops.** Colin Coggins and Garrett Brown offer a multitude of opportunities to work more closely with organizations and individuals on specific areas of focus. They draw from their experiences leading teams, teaching students, advising entrepreneurs, and collaborating with sales, marketing, leadership, and executive teams to lead transformation workshops that are designed to support groups in putting their plans to action as they look to upskill themselves, and grow and innovate their businesses.

From one-day training programs and multi-day learning and development events to serving on advisory boards, coaching teams, and long-term consulting, there are various ways to bring Colin and Garrett's knowledge and energy to your organization, or to add a deeper level of engagement at your event.

In their customizable workshops, they create programs and share valuable expertise on:

- Authenticity
- Transformational and growth mindset
- Sales
- Culture shifts
- Purpose
- Optimism
- Creativity
- Feedback
- Storytelling
- Interviewing and hiring

