

ABOUT MR. SIMPLICITY



Bill Jensen makes it easier to do great work.

He is today's **foremost expert** on work complexity and cutting through clutter to what really matters.

He is an **internationally-acclaimed speaker** who is known for provocative ideas, extremely useful content, and his passion for making it easier for everyone to work smarter.

He's CEO of The Jensen Group, whose mission is: To make it easier to do great work.

He has spent the past two decades studying how work gets done.

(Much of what he has found horrifies him.)

That research has led to several of today's most important business books:

- His first book, **Simplicity**, was the Number 5 Leadership/Management book on Amazon in 2000.
- His next best-seller is **Simplicity Survival Handbook: 32 Ways to Do Less and Accomplish More**.
- His latest book, **Hacking Work**, was named one of the Top Ten Breakthrough Ideas for 2010 by Harvard Business Review.

Among the Jensen Group's clients are Bank of America, Merck, Pfizer, GE, Genentech, NASA, The World Bank, Walt Disney World, American Express, L'Oréal Italia, the US Navy SEALs, Philips Lighting, the government of Ontario, Singapore Institute of Management, Guangzhou China Development District, and the Swedish Post Office.

FROM THERE, HE COULD MENTION...

- The publications that have written about him, like *Fast Company*, *Harvard Business Review*, *Boston Globe*, *Dallas Morning News* and many others...as well as being featured on CNBC, National Public Radio, Bloomberg, CTV Toronto, and many other shows
- The publications he's written for, like *Strategy and Leadership Magazine*, *Harvard Business Review*, *Knowledge Management Journal*, *Fast Company* and many others
- Nonprofit boards on which he's served
- The gazillions of organizations he's spoken to, or run workshops for
- That the Conference Board built an entire conference around his work

• **Blah, blah, blah**

BUT WHAT HE'D REALLY LIKE TO ADD, IS...

- He takes his work and accountabilities seriously, but never himself
- His Personal Life Fantasy is

bicycling around the globe via breweries.

Bill Jensen, Programs



Bill is **passionate** about **making it easier** for you, your team, and your organization to do great work.

And not just easier. But focusing on **what really matters.**

Bill is an internationally-acclaimed presenter who is known for extremely useful content, and great energy: “Life-changing...Wow!” “Powerful.” “Funny, while instilling the crowd with a sense of urgency.” “Gave us the how-to’s.”

Like any great speaker, he knows his stuff and how to connect with his audience.

But what makes every presentation unique is the tons of research he did to get there:

Bill has interviewed and surveyed hundreds of thousands of people — asking how they get stuff done, and what really matters to them. Bill’s **tool’s, exercises, and content** have been described as both commonsensical and everyday-practical, as well as utterly unique. There is only one Bill Jensen!

TOPICS: MOST REQUESTED

Work Smarter, Not Harder

How to Get It All Done, AND Remain Sane!

Simplicity: The New Competitive Advantage

Cut Through the Clutter, Communicate More Effectively

Simplicity and The New War for Talent

How to Lead and Manage in a Hacked World

Your Best Performers Are Hacking You: Now What?

What’s Your Legacy?

OTHER RECENT TOPICS

- Finding the Courage to Choose
- Smarter Speed: Simpler Ways to Peak Performance
- It’s the People, Stupid!
- Finding Joy and Meaning
- Vision into Practice: Managing the Change
- A Bottom-Up View of Talent Management
- Creating Value in the New War for Talent
- Regaining Control: Mastering Your Workflow
- Finding the Courage to Live Your Legacy
- Simplicity: The Road to Agility
- Servant Leadership 2.0

RECENT ENGAGEMENTS

Ambrosetti, Italy	NASA
American Express	Ontario Govt, Canada
Bank of America	Pfizer
Chevron	Philips Lighting
Cognos, Australia	Ralston-Purina
CoreNet, New Zealand	Royal Bank of Canada
Guangzhou Govt, China	Swedish Post Office
GE	Singapore Institute of Mgmt
Hong Kong Post Office	TEDx
IBM	Vodafone, Spain
Johnson&Johnson	Walt Disney World
L’Oreal	World Bank
Merck	Xerox

PROGRAMS

Keynotes

Half-Day Breakout Sessions

Full-Day Workshops

Bill travels from Morristown, NJ, USA
A/V Needs: Wireless Lavalier Mic, LCD Projector

Bill Jensen, A/V Needs, etc.



Just once, Bill would love to demand “Only red M&Ms in my dressing room!”
But in reality, he’s pretty easy-going, with few needs.
Among them:

A/V

- AUDIO** **Wireless lavalier** Definitely, no podium!
Bill roams the room and connects with everyone
- PRESENTATION** Generally, Bill brings his presentation with him: **Loaded on his own laptop.**
Please provide **LCD Projector.**
- HANDOUTS** Because his presentations are often content-driven, Bill will usually ask that
you make copies of handouts for your attendees.
He will send you an electronic file ahead of time.

TRAVEL

Bill travels from Morristown, NJ, USA; Business class

BILL TAILORS PRESENTATIONS TO MEET YOUR NEEDS!

One of the ways to make work simpler and easier is to tailor one’s content, vocabulary, and concepts to the needs of the audience.

Bill practices this simplicity gospel.

So, every engagement includes pre-work phone call(s) with the event planners/sponsors.

This is one of the ways Bill ensures he connects with each audience member.

SAMPLING OF SHAMELESS TESTIMONIALS

Bill Jensen, Kudos!



Bill's presentation was perfect! He tailored it to our audience's needs, really having the Swedish Post in mind. Our seminar is one of the most prestigious held in Scandinavia. His stories and tools made it one of our most engaging presentations yet. It was also a joy to work with Bill behind the scenes, in preparation for the event.

Charlotte Grimlund • Step2 Events and Meetings
Stockholm, Sweden

Bill energized the 800 Oracle University attendees at our annual meeting. His "on the mark" comments reinforced our strategy of just-in-time education and its relevance to a simpler work environment. He was humorous, while instilling in the crowd a sense of urgency. People from that session are still quoting him!

Dennis Bonilla • Director, Oracle University

I've been through some great educational programs offered at my prior employer, General Electric, including sponsored courses at Harvard Business School, but this was by far the most intensive one day, high impact, thought-provoking session I've been engaged by in my career.

Brian A. Lutes • SVP, Fifth Third Bank

Bill Jensen is a powerful and engaging speaker. His interactive half-day presentation provided a roadmap for effective ways to compete on clarity. Bill's style is high energy, creative, and dare I say...fun. Our members (senior HR professionals) found him to be an excellent speaker, teacher, and confidante. If you're looking for a speaker who speaks from the heart (and experience), then Bill Jensen is the right person. Enjoy the ride!

Phil Masin • New Jersey HR Planning Group

Sampling of Fast Company RealTime Conference Evaluations (1 = Snore, 10 = AMAZING!)

- 10+ Excellent! The Perfect fit for FC RealTime
- 10 This is the biggest business and life challenge we face every day
- 10 This is very timely and very helpful
- 9 Tangible action items
- 9 Deep, meaningful, usable tools. Best session so far
- 9 Bill provided simple tools that can affect major changes in my workplace
- 9 Made me think. Made me want to learn more

Bill's mandate not only made for an engaging and insightful presentation, it led me to redirect allocations for new equipment, training and people, to build task groups in all directions for decision making, and support a restructuring of my Board of Trustees!

While I give Bill credit for sounding an alarm to cause these changes, he's also very down to earth, fun-loving, and generous.

Mark Johnson • Executive Director, Silver Bay Association YMCA

Bill was an innovative fresh breeze at our highly technical accounting conference. His topic, "Getting Simple: Cutting Through the Clutter with Clients and Employees", provided the participants with much needed insights. I think everyone had at least one "aha" moment during the session. Bill's message on how to handle the plethora of information we deal with on a daily basis has relevance in any training arena. I am excited about working with him again.

Alicia Ross, CPA • Conference Producer, AICPA ”

