

How Executives Profit from Seizing the Upheaval

“In the midst of every crisis lies great opportunity.”

– Albert Einstein

Who This is For:

Executives who must master the art of seizing upheavals, so your company successfully grows through chaos, and you become upheaval-literate for the rest of your career.

Why This Exists:

Most executives haven't had training to thrive in upheaval. Those who have are called to do extraordinary things. Those who haven't get pushed aside.

It takes an expanded perspective and new tools to slash through the knots of confusion, tame the chaos, and inspire inspired action from your team.

You've experienced the most disruptive time of your executive career. It's challenging.

One thing is certain: Upheavals are unavoidable.

In fact, upheavals have become more frequent, more chaotic, and more disruptive. Do you believe this trend will continue or reverse?

How did you learn how to navigate and lead through upheaval? Did your mentor experience upheaval like you're experiencing now? Probably not.

“Leaders build a business at the level of their self-development limitations despite their highest intentions.”

– Dr. David Gruder

Right now, and from now on, reaping rewards from market complexity and chaos requires more cognitive capacity, broader perspective, sharper decision skills, and new levels of thought than most leaders have the skills, concepts, and training to deliver.

It's not enough to be innovative - even though there are 70,000 books on this topic, being innovative in the wrong direction keeps killing many a company.

It's not enough to be flexible – flexibility implemented incorrectly causes uncontrolled chaos.

It's not enough to “stick to your lane,” – new, profitable lanes appear during upheavals.

What You Can Do:

“We cannot solve our problems with the same thinking we used when we created them.”

– **Albert Einstein**

Want to Lead a Productive Upheaval?

What’s required is Nimbility™, the ability to process chaos, make rapid adjustments, and predictability profit from upheaval while others are still wondering what’s happening.

If you could do this, what would it mean to you, your career, your team, your company, and your customers? How valuable would this be?

Nimbility is the art of transforming challenges into advantages.™

“When you bring together Motivation and Momentum in the Moments that matter, that’s when things really change.”

– **Mark DiMassimo**

What is Nimbility?

Nimbility is the opposite of inflexibility, inertia, blockedness, blindness, stuckness, lack of resilience, loss of creativity, uninnovative innovation, and unearned optimism.

Nimbility is the ability of a leader and organization to consistently seize the opportunity in change... even during crisis.

Nimbility is the ability to be strengthened by external stressors rather than broken by them.

Nimbility is being equipped to hunt, prepare, and serve Black Swans while others go hungry.

Nimbility is being able to break the spells cast by obsolete ideas that hold leaders and organizations down and back. Nimbility is the most essential quality of contemporary leaders.

“In upheaval, your customers must take comfort in the familiar so they feel safe enough to expand their personal power.”

– **Tony Bodoh**

You may have tried easy and intuitive one-perspective solutions and as a result have rightly become skeptical of too-easy-to-be-true solutions. That’s not Nimbility.

Nimbility demands a combination of industry knowledge plus broad, frontier perspective, not just one or the other. The two synergistically brings practical nimbility..

“During upheaval, best practices can mislead. Nimble leaders create new best practices that harness chaos for new profits.”

– **Mark S A Smith**

Consider these symptoms of Nimbility deficits:

Corporate chaos	Loss of major customer
Team lack of clarity	Loss of key team members
Confused focus	Difficulty retooling for remote workforce
Unnecessary complexity	Brand not ready for next level
Underperformance	Loss of critical success component
Brand/business model mismatch	Challenges in gelling a new leadership team
Investors and advisors who disagree	Problems merging cultures
Sales and marketing disconnects	Roadblocks in preparing for sale, IPO or merger, including but not limited to market changes that have killed valuation
Market misalignment	Crisis and reputation challenges
Customer discontent	Failed/underperforming product launch
Executive team stuckness	Executive team not on same page about culture
Insufficiently productive sales funnel	
New competitive attack	

How to Work with NimbilityWorks:

NimbilityWorks brings Nimbility to leaders and their teams with a group of extraordinary experts and authors who have a shared, holistic vision of business development and metamorphosis in times of upheaval. The NimbilityWorks team blends many decades of direct experience and the essential processes to illuminate paths for seizing your upheaval. Exactly how we work with you depends on your situation and objectives. We can identify specifics during a conversation with you.

NimbilityWorks brings to courageous leaders of challenged organizations a disruptively holistic perspective, processes, and top-level support so that they can lead productive, profitable upheavals in an era of caution, division, confusion, and extraordinary opportunity.

If this resonates with you and you can lead the direction and culture of your team, and if you're looking for at least \$10 million in growth this year, schedule a 20-minute conversation with the NimbilityWorks principals.

On the introductory call, you'll be talking with:

- **Dr. David Gruder:** Develop your executive performance, unlearn learned helplessness in your team, and master planning in upheaval.
- **Mark DiMassimo:** Make your brand your "unfair" advantage in upheaval. Build and creatively communicate a brand that inspires action with behavior change marketing.
- **Tony Bodoh:** Create a culture realignment with customer expectations to produce ecstatic, loyal customers.
- **Mark S A Smith:** Rapid facilitation of complex sales and bringing disruptive products/services to market as fast as possible.

These experts are busy, but they've reserved Tuesday afternoons 2:30 – 3:30 ET for joint conversations with interested executives. Start this process by speaking with Mark S A Smith. Book your time with him [here](#).

NimbilityWorks Team Industry Expertise:

A partial list of the clients that the NimbilityWorks team members have served along with select validations and endorsements, which illustrate the breadth and depth of our team's perspectives.

Agencies, Marketers, Media and Marketing Technology

5W PR	Reader's Digest
Boost Engagement	Salesforce
Brave Thinking Institute	Shutterstock
CNBC	SmartMoney
CNN.com	The Work Institute
Forrester Research	Trusted Media Brands
IPED	

"I've worked for some great agencies during my career. I've also hired many others once I made the move to "the client side." All throughout, I've met a handful of creative leaders who don't just talk the talk, but also dig in and make things happen. Mark (DiMassimo) is at the top of the list. He shows up, dives in head first, gets his team(s) to be well-versed in his clients' business, and creates campaigns which truly do inspire action. It's not just his tagline, it's his DNA. Thus far, I've worked with Mark and his team for two different client engagements and can't wait for round III."

– **Phillip Sandler**, SVP, Head of Marketing & Growth at Simulmedia, SVP, Marketing at **Shutterstock**

"David Gruder is a genius, but more than one: he is 8-in-1. His breadth and depth on multiple subjects is unmatched: leadership, culture, program design & development, integrity, systems & process improvements, wordsmithing, and more. Dr. Gruder is an outstanding lens to amplify and accelerate the impact and difference you are out to make."

– **Carl Loop**, CEO, **Global Business Builders**

"Before spending a day with David, it had been difficult for me to understand or duplicate the special working chemistry that successful teams have. After spending a day in one of his programs, I now have a far better grasp of quality management structures and dynamics. I see how individuals can be helped to share their unique talents and perspectives in ways that co-create productive cultures that are based on collaboration, integrity and trust. I am not only becoming a better executive due to David's insights and facilitation, but a better man."

– **V. Tyrone Lam**, Healthcare IT Executive

Education

Alfred University	San Diego County Office of Education
California Institute for Human Science	Management Academy
Great Minds	Hocking College
Huntington Learning Centers	Stride
K-12	

“Leaders need an integrity check-up and Dr. Gruder is just the man to do it. His simple yet powerful integrity model provides a much-needed shot in the arm.”

– **Ken Blanchard**, Chief Spiritual Officer, **The Ken Blanchard Companies**;

Co-author of *The One Minute Manager & Leading at a Higher Level*

Finance & FinTech & Financial Media/Education

Banker's Healthcare Group	NASDAQ
CEO Space	Island ECN
Citibank	MasterCard
Citibank AAdvantage Card	PMA USA
Citizens Bank	PWC
CreditCards.com	SunTrust
Everbank/TIAA Bank	TastyTrade
Forex.com/ Gain Capital	ThinkorSwim (now part of TD Ameritrade)
IDS/American Express	TradeStation (Top-Rated Multi-Asset Tech-Forward Brokerage)
Instinet	
Investools	Voyager (Top Crypto Assets Brokerage App)
Online Trading Academy	

“I've always been amazed at Tony's (Bodoh) ability to find creative ways of measuring things and deriving metrics from those measures. He is a constant problem solver. He has a type of insight I have found very rarely in other people. He's great to work with, as well.”

– **Peter Mancini**, Principle Data Scientist, VP, **Citizens Bank**

“Tony (Bodoh) is able to see beyond the tactical and see the possible. He can help you move from current state to desired state with a clear path for success. Through his deep understanding of customer experience, customer journey, and metrics he provides undeniable value to all organizations he helps.”

– **Jodi L, Director**, Decision Science Analytics, **Top-ranked Insurance Company**

“Tony Bodoh is a never ending treasure chest of knowledge, experience, awareness and thought leadership. If you are one of the fortunate people to work with Tony or through one of his enterprises, you will come away with a huge increase in all areas of life. He truly cares about his clients and their needs. As one of his clients I give him

a resounding 5 star rating. He is an absolute pleasure to work with!"

– **Kevin Schultz**, District Manager, **PMA USA**

"Tony is one of the most dynamic individuals I have ever had the pleasure to meet and work with. His ability to see multiple sides of any situation gives him the unique perspective to provide some of the most effective solutions I have ever seen. The training and experience Tony has puts him heads and shoulders above even the most prominent figures in his industry. Tony is an asset to whoever is fortunate enough to work with him."

– **Michael Bloxton**, CEO, **Bloxton Investment Group**

Healthcare & Wellness

Association for Integrative Health & Medicine	Mt. Sinai
Crunch Fitness	Merck
New York Health & Racket Club	Oz Crisis Intervention Center
HelloFresh	PALM Heath
FreshDirect	Pfizer
CVS Health	Restore
Dentistry It's Personal	Sanoviv Hospital
Glaxo Smithkline	U.S. Naval Hospital, 29 Palms
Holistic Healing Heart Center	UCSD Medical School
Holistic Mouth Solutions	Vanderbilt University Medical Center
Ideal Image	White Plains Hospital
Memorial Sloan-Kettering Cancer Center	WW (Weight Watchers Reinvented)
National Jewish Health	Echelon Fitness

"David Gruder is simply a business decathlete and sales genius with a PhD in psychology, like a superman in a cape. Along the way, he has exceeded all of his promises, and generously taught me what Success requires of me. Engaging Dr. David Gruder has been the best move I've ever made in my career."

– **Dr. Felix Liao**, DDS, CEO, **Holistic Mouth Solutions**

Franchise/Services:

Comcast	Miracle Ear
Huntington Learning Centers	Ideal Image
Jackson Hewitt	Vaco (Recruiting services)
Online Trading Academy	

“Mark (DiMassimo) has one of the most brilliant minds in the advertising and branding industry. Working with Mark challenged me to think in new and different ways -- he’s always full of ideas that are creative, engaging, and results-oriented.”

– **Kathy Bell**, Sr. Director, Corporate Communications, **Comcast**

“Tony (Bodoh) is one of the most forward thinking people I have ever met. His ideas and philosophies on business and strategy are profound and extremely thought provoking. I can say without a doubt that Tony’s successes are directly related to not only his way of approaching an issue or problem, but his drive and determination to find a solution.”

– **Chris Spintzyk**, Director, Technology Solutions, **Vaco**

“Tony (Bodoh) was an out-of-the-box thinker who enjoyed solving big problems, many of which related to helping his Gaylord operations and marketing peers improve performance by interpreting the voices of their guests. This demonstration of value ultimately led to a complete redesign of Gaylord’s voice-of-the-guest program architecture, and created a new organizational focus on enabling their operations.”

– **Matt Cohen**, Business Development Manager, **Clarabridge**

Manufacturing

Encompass Group

Fuji

Xtracycle

“Mark (S A Smith) uses a proven process that guides executives to rapidly converge on the best strategy to rapidly grow business. When he facilitated with our team, he was able to help us get to breakthrough results faster than ever. We have clarity and an action plan that will get us to our goals and beyond.”

– **Greg Snoddy**, Vice President Healthcare Sales, **Encompass Group** (Industrial Textiles)

“As a CEO, working with Dr. David Gruder really helped improve my leadership effectiveness. Because I’m now equipped with his ‘applied integrity and collaboration’ skills in areas like commitment, attention to details, and accountability, I’ve become able to enjoy holding myself to a higher standard, while also helping those I lead and collaborate with do the same. Dr. Gruder’s knowledge, training, insight, and wisdom have helped me immeasurably in operating at the highest level in both my business and personal life. I highly recommend utilizing Dr. Gruder, whether you want the corporation you lead to run at a higher level of peak performance, want to significantly upgrade the quality of your work or personal relationships, or want to create sustainable happiness and fulfillment for yourself.”

– **Brian Hartley**, CEO, **The Body Shield, Inc.**

Nonprofits & NGO

ManKind Project
Meeting Professionals International
National Speakers Association
Personal Impact Foundation
Society of Government Meeting Planners
Soldier for Life
SouthCentre, Geneva
SynerVision Leadership Foundation
USO

“Tony Bodoh is amazing. He helped our company uncover valuable information about our clients. The work he performed was PURE GOLD! I highly recommend Tony Bodoh!”

– **John Boggs, CEO, Brave Thinking Institute**

Real Estate

Bakerson
Exit Real Estate Solutions

Tech

Agilysis	Ingram Micro
Apple	Insight
Arrow Electronics	Lexmark
BEA	Microsoft
Broadcom	NASA
CDW	NetApp
Commvault	Oracle
ConnectWise	Raytheon
Dell	Ruckus
ePlus	Samsung
Gateway	Sanmina
GAVS	Sole Solutions Inc
Hitachi Data Systems	Synnex
HP	Tech Data
IBM	Viavi Solutions
InfoLink-EXP	

“Dr. Gruder provided a high-performance leadership program to our top leaders at Infolink-exp, and I can say that we were all absolutely thrilled with the level of training we got. What made us decide on his program, as opposed to any other, was the fact that he approaches leadership from a perspective of integrity, which is exactly the underlying value that we want to build out company culture around. The program did not disappoint. Our whole team now has an excellent set of practical tools to improve as individuals, to collaborate with each other, and to perform as leaders. I highly recommend Dr. Gruder’s program to anyone wanting to provide their team with the tools needed to make quantum leaps in their ability to collaborate and perform at a high level.”

– **José A. González**, CEO, **Infolink-EXP**

“As we spun out the new company, Viavi Solutions, Mark (S A Smith) was a tremendous partner for our team. He leveraged his practical experience and tools for building trusted customer relationships, but also made the effort to truly understand what we were trying to achieve as we established our new brand. The result was a program that helps us arm our global direct and channel sales team, as well as management in all functions, with a simple way to talk about our new company. The program was not only well-received – it was actually used!”

– **Susan Schramm**, VP Global Sales, and Channel Effectiveness, **VIAVI Solutions**
(Test and Measurement)

“During the time I worked with Mark (S A Smith) I have not seen him turn away a challenge. He is one of the most creative business solution-oriented professionals I have met. His ability to quickly understand, analyze and turn problems into executable solutions is well-founded in the experience and personality he brings to the job. I recommend Mark highly to anybody looking for solid business solutions.”

– **Rene Neumann**, Program Directory, Global Distributed Channel Management, **IBM**

Travel, Leisure, & Hospitality

Avis Budget Group, Budget Rent-a-Car

Canton Charge

Cleveland Cavaliers

Cleveland Gladiators

Cleveland Monsters

Garza Blanca Residence Club

Gaylord Hotels

Gaylord Springs Golf Links

Grand Ole Opry

Gulf Shores & Orange Beach CVB

Marriott

Quicken Loans Arena

Ryman Auditorium

Starwood Preferred Guest

American Airlines AAdvantage Program

Tafer Hotels and Resorts

The Plaza Hotel

Millennium Hotels

Starwood

Wildhorse Saloon

Wyndham Garden

“ Tony is a master at taking complex situations and breaking them down into manageable components that can easily be made actionable and shared. His communication skills at all levels of the organization are effective and impactful. I wish I had a dozen Tony’s on my team!”

– **Arthur Keith**, General Manager, **Gaylord Opryland Hotel and Convention Center**

“ Mark (DiMassimo) has this unique ability to take an award-winning concept from the initial phase to the execution embracing all whom he is working with along the journey as key contributors and stakeholders. He is as generous as he is inspiring. ...Mark has always been instantly available to me by phone, email or text, whenever the need arises for assistance, even knowing that taking my call would have no personal direct benefit. And I didn’t even mention his results – top of our class, Platinum Award, and phenomenal growth – and we did it all with ideas and creativity. Marketing Magician!”

– **Tom Civitano**, Former Director of Sales and Marketing at **The Plaza Hotel**,
currently Director of Sales & Marketing at **Stamford Marriott Hotel & Spa**

Seize yours!

Schedule a brief conversation to see if NimbilityWorks is for you at NimbilityWorks.com