



## BIOGRAPHY: **Richard Wineberg**

Author, Speaker, Coach, Consultant

**The founder** of SMART *leadership*® in 1990, Richard has worked with CEOs, senior executives and business owners from the USA, UK, NZ, South Africa and Singapore as well as across Australia.

**As an independent resource**, he supports clients to realise their leadership potential and produce dramatic shifts in their organisation and people performance.

His book: ***Fractal Leadership: what if the way you think about your organization is wrong?*** is acknowledged as state-of-the-art- thinking on leadership and organisation design and is now on the recommended list for a program at Bristol University.



**As a consultant**, his FRACTAL *leadership*® paradigm IP creates the next generation of organisations – with soul! He brings together the science and spirituality of leadership to provide a values-driven framework for greater effectiveness effectiveness.

**As a speaker and presenter** Richard often uses dance as the metaphor to bring his passion for rock 'n roll, swing and jive together with his passion and purpose for supporting people to stretch and amaze themselves - creating enjoyable presentations and a memorable learning experience.

### Qualifications:

- B.Bus (UTS)
- MBA (Change Management) (UTS)
- Accredited Level 3 Life Coach
- Accredited Executive Coach
- Cert IV in Workplace Training and Assessment
- Accredited "Extended DISC" practitioner
- On the leadership team of the International Coach Federation Qld Chapter, and
- Associate of National Speakers Association