

$(A + A + A)^a \times R$
= Leadership DNA



Barbara Wichman holds a long-standing reputation for accelerating positive change in organizations and leaders. Her career in corporate America began with her teeth-cutting in the Fortune 50s.

Barbara is best known for helping her clients create sustainable organization structures, cultures, and processes and identify and develop the right leaders with the capability, capacity, and competency to lead into the future.

She is sought after when leaders need to navigate corporate complexities and change, investigate tough issues, and need get to the heart of the problem in a short amount of time.

Her coaching, consulting, and strategies have created millions in revenue by developing of cultures that inspire employees and increase engagement, and ensuring the right organizational structures, leaders, and accountability are in place.

She has spoken to thousands worldwide at conferences, industry events, association productions, senior strategy sessions, corporate events, virtually and in-person. She has produced conferences on leadership and growth.

She is the author of two *The Leadership Tinderbox* books on leadership and two development journals. Watch for her upcoming book, *The Secrets of Legendary Leadership*.

Choose from these High-Impact Programs

The Leadership Equation for the New World

- Learn why the Leadership DNA equation is critical for our new landscape and its complexities
- Discover how the Leadership DNA equation impacts the performance and profitability daily
- Apply the lessons learned so you can avoid them and create a culture of perpetual success

The Leadership Trifecta: Are You Confident Enough to Go All In?

- Learn the three components of the Leadership Trifecta and why they impact the win or loss record
- How to use the Trifecta to identify your best bets for a leader winning now and in the future
- Understand why you hesitate and hold back from key leadership decisions

The Seven Secrets of Legendary Leaders

- Discover the top seven lessons from 100 wildly successful executive leaders
- Use these lessons to increase your impact and influence
- Become the leader who develops other successful leaders using proven steps practiced by legends in business leadership



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