

Steve Lishansky Professional Bio

Steve Lishansky is the CEO of Optimize International, the company he founded in 1992 dedicated to maximizing the development of top leaders and high performing executive teams in the US and internationally. Clients from 45 countries have participated in his senior leadership programs, executive coaching, and Strategic Alignment of Executive Teams sessions. Successful C-Suite executives work with Steve to become even better leaders who are committed to inspiring the best from their people. While leaders don't always get to pick their teams, great ones always inspire the best from their people.

Steve's Optimize International was one of the first firms in the world focused on accelerating leadership development through incorporating his profound principles and practices into high level executive coaching. His work on executive team decision-making drives strategic alignment of senior management teams and organizations to new levels of accomplishment, performance, and results.

His clients are top-performing leaders who yearn for the 'something extra' they know is possible that may not be as present as they seek. That 'something extra' could be in their personal fulfillment, professional growth, executive team alignment and decision-making, and/or their organization's impact, contributions, and stakeholder engagement. They know that the highest calling of leadership is doing well by doing good, and seek to embed that ethos in their people, purpose, and culture.

Steve works with CEO's and C-Suite leaders from the Fortune 500 to fast-growth entrepreneurial companies. He helps clients gain deeper insights into themselves as one of the most powerful vehicles for delivering better results for their organization. Leaders get the advantage of Steve's years of hands-on experience as a business founder and growth CEO, in addition to the lessons and insights gained from dealing with a vast variety of clients' opportunities and challenges around the world.

He combines that with deep and extensive study of neuroscience, human dynamics, neuro-linguistic programming, and the art and science of executive influence and communication. Utilizing this unique combination of experience and education, he works with clients to access their strengths and capabilities faster, deal with limitations more effectively, and engage with others far more successfully.

In 2012 he was elected to the International Coach Federation of New England's Hall of Fame for his contributions to his clients' success and the coaching profession. As a speaker, he has delivered dynamic, high-impact presentations to many organizations and professional associations about executive coaching, leadership decision-making, influence, and building the most successful professional relationships.

Dozens of leading companies have benefited from his unique approach to strategic planning. Steve's Strategic Alignment Process™ work guarantees executive teams will achieve alignment and agreement on their vision, mission, values, and goals in one day – and thoroughly enjoy and be energized by the process.

Notable clients include: State Street, Fidelity, MetLife, Freddie Mac, Eastern Bank, EMC, Cisco, Jacobs Engineering, CDM Smith, Johnson and Johnson, Novartis, Parexel, Roswell Park Cancer Institute, Novo Nordisk, Accenture, Deloitte, PriceWaterhouseCoopers, Canadian Tire, Parelli Group, Oakley, The FAA, and NASA.

From Beijing to Barcelona to Boston, clients all over the world have called Steve's *Becoming an Indispensable Partner*™ program one of the most powerful and transformative leadership, communication, and professional influence and relationship programs. It is the basis for his book *The Ultimate Sales Revolution – Sell Differently. Change the World.* – an Amazon #1 in leadership, business consulting, business communication, sales and selling. Based upon working with leaders to 'sell' the biggest intangibles of all – visions, missions and goals – it provides a framework for communication effectiveness for every leader, professional, and organization.

His second book – *Leadership Starts Here* – about executive decision-making and leadership team alignment, debuted at #1 in eight categories on Amazon in November 2021. These included Business Leadership, Business Teams, Business Mentoring and Coaching, and Management Skills.

When not serving his clients or working on his own self-development, Steve most enjoys lively conversations, quality time with his wife and family, world travel, meditation, reading widely, staying fit, great music, and serving on boards of social change organizations.