

BRANDON M. SMITH

LEADERSHIP COMMUNICATION EXPERT | EXECUTIVE COACH
EDUCATOR | MEDIA PERSONALITY | AUTHOR



Brandon Smith is a leading expert in leadership communication and curer of workplace dysfunction. Known as “The Workplace Therapist” and co-host of The Leadership Foundry Podcast, Brandon is a sought-after executive coach, TEDx speaker, author and award-winning business school instructor. He is the President of The Worksmiths, LLC, an executive coaching and leadership development firm whose clients include numerous Fortune 500 companies. Since establishing his practice in 2005, Brandon has personally coached more than 1,000 leaders and executives across the globe. He is also co-founder of The Leadership Foundry LLC, a leadership development firm that works with organizations to create customized programs for their leaders, from frontline managers to senior executives.

Brandon received an undergraduate degree from Vanderbilt University with a concentration in communications and team dynamics. His graduate work includes an MS in counseling from Georgia State University as well as an MBA from Emory University’s Goizueta Business School.

Brandon has been interviewed by numerous media outlets for his expertise in leadership and workplace dynamics, including:



FAST COMPANY

npr

Forbes



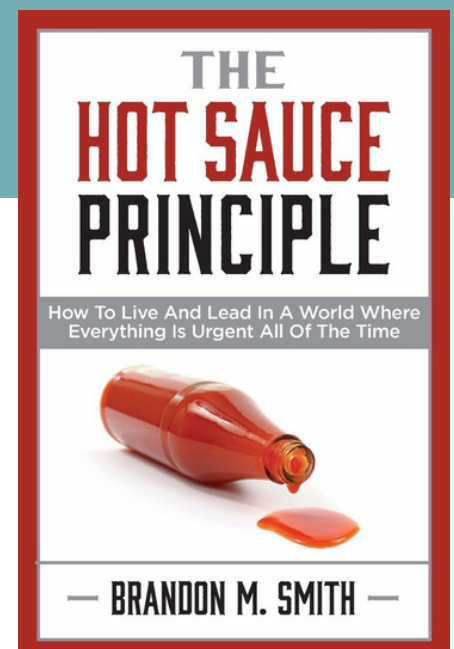
THE WALL STREET JOURNAL.

“*The Hot Sauce Principle is more than a business book. It is truly about what it means to lead today, both at work and at home.*”

Jamie Turner, Author, Speaker, CEO of 60SecondMarketer.com

SUGGESTED INTRODUCTION

Brandon Smith is a leading expert in leadership communication and curer of workplace dysfunction. Known as “The Workplace Therapist,” Brandon is a sought-after executive coach, TEDx speaker, author and award-winning business school instructor. He has been featured in The Wall Street Journal, Fast Company, CNN, Fox News.com, NPR, Forbes and many others for his expertise. His book *The Hot Sauce Principle: How to Live and Lead in a World Where Everything Is Urgent All of the Time* helps readers to master urgency so they can more effectively lead others, manage others’ unrealistic expectations, and prevent burnout at home.



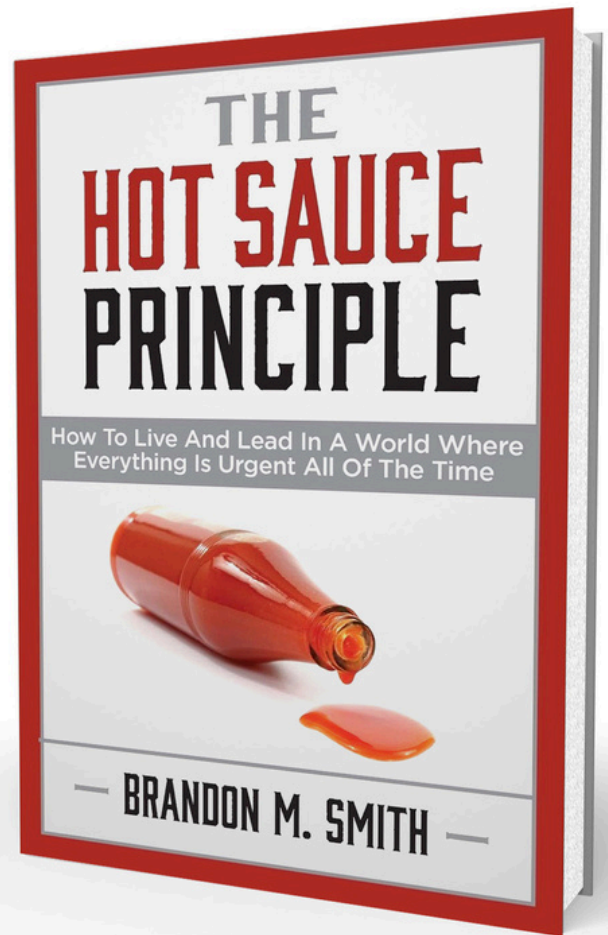


Every leader must read Brandon Smith's 'The Hot Sauce Principle'. It comes at no better time. Whether it is the challenges of leading through a crisis or our daily lives, Brandon gives practical tips and wisdom for dealing in an environment where everything is urgent. For a first-time manager to the executive suite leader, you will find invaluable insights. It is one of those books you will read, then re-read. It can help you be a better leader today.

P.K. (Ken) Keen
LTG, Retired, U.S. Army
Associate Dean for Leadership Development
Emory University Goizueta Business School

INTERVIEW TOPICS

- What is urgency? Is it a good or bad thing?
- You use the analogy of "hot sauce" to describe urgency. What do you mean by that?
- If we are trying to create urgency in others, where do we start?
- You talk about a Trust Formula in your book. Can you say more about that and how we can use it to build trust with others. TRUST = (Authenticity + Vulnerability) X Credibility
- Is there such a thing as creating too much urgency? What happens if leaders create too much urgency? What are the consequences?
- If my boss is creating too much urgency, how do I get her or him to stop? Do you have any techniques for managing the urgency being put on you?
- As spouses or parents, how can we properly master urgency at home?



CONNECT WITH BRANDON

Email: brandon@theworkplacetherapist.com
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For additional resources from Brandon Smith on leadership:
The Leadership Foundry Podcast – available on Apple Podcasts, Spotify and YouTube
Or: theworkplacetherapist.com/podcast

Connect with Brandon on Social Media:

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