

# Human Elements Leadership For Technical Organizations

...a unique program with Josef Martens PhD CSP

## Why Josef

### ✓ Experience

After a PhD in physics from the University of Cambridge, several patents, a successful spin-off company that went through an IPO, and being a leader in high-tech organizations, Josef discovered expertise is not enough: it's the *Human Elements* that count.

### ✓ Josef is a Pro

Josef is one of only 700 speakers worldwide who can call themselves a Certified Speaking Professional, the highest earned designation of the National Speakers Association.

### ✓ Results Delivered

Clients report having more influence and impact - and they increase their innovation output.

### ✓ Original Message

Josef's content is fresh, provocative and inspiring. He has touched audiences of up to 2000 participants in 30 countries on six continents. His original content also allowed him to be a **TED<sup>x</sup>** speaker.

All organizations face uncertainty, change and disruption. Technical organizations face even greater challenges as they deal with the constant need for innovation and unique characteristics of their workforce. Often, they rely on the deep expertise of their staff to deal with these challenges. While this approach works to a certain extent, it poses limitations to what is possible:

- Strong and independent personalities whose motivation needs to be channeled towards a common vision
- Expertise-based promotions result in managers with limited leadership skills
- Presentations that go deep into details and the big picture gets lost
- Decisions are delayed – or avoided – because 'we need more information'
- Meetings that get cantankerous because 'being right' is more important than moving forward

Josef's Human Elements Leadership program creates the right balance between expertise and soft skills by showing you:

- How to have more influence – by letting go of the reliance on expertise
- How to increase impact by building stronger relationships
- How to drive innovation by getting better at taking the right risks
- How to unleash creativity, improve decision making and advance a common vision
- How to develop partnerships and collaborations that transcend strong personalities and egos

**Participants will leave the program with actionable steps to power-up their influence, impact and innovation**

Josef's *Human Elements Leadership System* was created from Josef's leadership experience and his many conversations with executives in High-Tech organizations around the globe. This program is only available from Josef – and it is available to you.

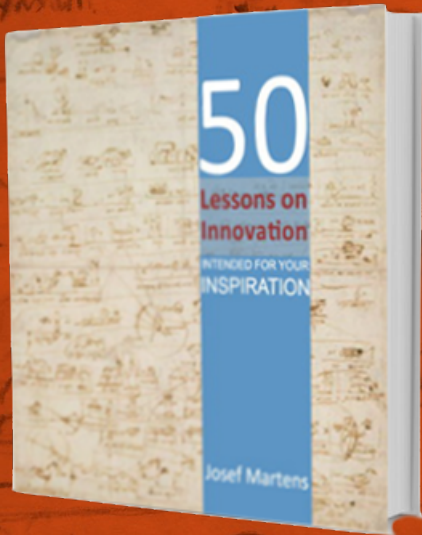
**Contact Josef to tap into the benefits for your organization**



*"Josef is a scientist who speaks human"*

Kristin Hibler, Senior Manager, ICF International





Josef is the author of the successful book *50 Lessons on Innovation*. Pulled from his experience, each lesson is brought to life with a thought-provoking visual treatment

*“Dr. Martens put together a suite of creativity and innovation tools, as well as a dynamic and impressive presentation along with hands-on exercises in these tools. His expert knowledge, as well as his easy and thought-provoking presentation style was much appreciated by the audience. I recommend him for those looking for expert advice on processes and tools to enhance innovation.”*

V Sundar, Global Program Manager, Dentsply

*“Josef got folks to buy-in to a very creative process that created results to the working rooms of the organization. Josef’s ability to attract even senior and highly degreed professionals to his style is nothing short of dramatic. Josef succeeds brilliantly where others might just get the job done.”*

Jim Rubin, Vice President, ICF International

**Book Josef today!**

**(240) 938 1274**

**JM@JosefMartens.com**

*“Josef has revolutionary ideas as well as practical advice on how to bring innovation to your business. He is a dynamic, entertaining speaker who will hold his audience's attention without question. ... If you decide to use his services, you will not be disappointed.”*

Jay Moore, Director  
Technology Services, US Senate



## **Some of Josef’s Clients**

4-H Council  
American Society of Quality  
Association of Manufacturing Technology  
AstraZeneca  
DaimlerBenz  
Dentsply  
ICF International  
Merck & Co.  
MTU  
NASA  
Project Management Institute  
Serco  
SI International  
Siemens  
Society for Human Resource Management  
Sunkist Growers  
US Department of Agriculture  
US Department of Commerce  
US Department of Defense



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