

Biography



Marc Muchnick, PhD

Coauthor of
The Leadership Pill™

Dr. Marc Muchnick is internationally known for his groundbreaking book *Naked Management: Bare Essentials for Motivating the X-Generation at Work* as well as for his consulting and speaking expertise on cutting-edge workplace issues. Featured on CNN and in major business journals, Marc is an innovative educator, writer, and workshop leader with unique perspectives on leadership development, managing and motivating Generations X and Y, attracting and retaining talent, self-motivation, and team performance improvement.

Muchnick holds a PhD in industrial-organizational psychology and a master of arts degree in clinical psychology from the California School of Professional Psychology in San Diego. He earned his BA in business psychology from the University of Texas at Austin in the prestigious Plan II Honors Program. He attributes the true start of his professional career to working for The Ken Blanchard Companies® while in graduate school.

Muchnick is the president of People First Group, a thriving organizational development and performance management firm with a diverse client base of leading companies around the world. In addition, he is the managing partner of Deep Dive WorkSolutions, a management consultancy which developed and markets Patterns for SuccessSM performance planning and coaching tools. Dr. Muchnick also serves as a professor and lecturer at Capella University's Online School of Business in the PhD and MBA programs.

For over 11 years, Marc has been an active Big Brother in the Big Brothers of America program. He resides in San Diego with his wife and two children. His latest book, *The Leadership Pill™*, is coauthored with Ken Blanchard and was published in 2003.

Clients:

Alamo Rent-A-Car, Amgen, AT&T Wireless, Cigna Healthcare, Cox Communication, Dell Computers, Delta Air Lines, Federal Reserve Bank, Fidelity Investments, GlaxoSmithKline, Hilton Hotels, IBM, J. C. Penney, Kemper Sports, Marriott Hotels, McDonalds Corporation, National Car Rental Systems, Novartis, Qwest Communications, Symantec, Thermo BioStar, U.S. Central Intelligence Agency (CIA)

Testimonials:

"Everyone loved the seminar! Your content, pace, interaction, and enthusiasm were perfect."

—Tony Edlin, District Sales Training, Amgen

"What a great presentation. I have not stopped raving about it! Your course should be mandatory for ALL managers and directors."

—Edward Gloor, Information Technology,
Qwest Communications

"I was very pleased. Thank you!"

—Jean Bourne, Vice President, Wells Fargo

"The best meeting we have had all year! You made sense out of a very difficult topic, and we do appreciate it."

—Harry R. Waddington, President, Georgia
Chapter, Club Managers Association of America

"The session provided me with ideas to implement with my team as a new manager. Thank you again."

—Rachel Brown, Call Center Operations,
Cigna Healthcare

"Your class was outstanding. I got so much out of it and will use the information in my day-to-day life."

—Laura Brainin-Rodriguez, Community Outreach,
San Francisco Department of Public Health

Marc Speaks On:

The Leadership Pill: The Prescription for Motivating People Today—Discover the missing ingredients in effective leadership

Managing and Motivating Generations X, Y, and Z—Learn to leverage the age-diverse workforce

Take This Job and LOVE It!—Attract and retain top talent

Thriving on Change: A Tool Kit for Taking Control of Uncertainty—Become More Proactive and Strategic amid Rapid Change

Secrets of a Self-Motivator—Get Energized, Stay Motivated, and Achieve Your Goals