



# Esther Weinberg

Eye-opening truths that dive deeply into the nail-biting ripple effect of change and consolidation.



If you thought change was simply happening once in a while think again. Before COVID-19, studies reported that 77% of companies were ill prepared to deal with anticipated business disruption, 1/3 of senior leaders report feeling extremely burned out and \$900 billion is wasted on failed transformation efforts each year.

Now more than ever, organizations need to propel themselves forward dynamically and how do you, as a leader, do that with a workforce that's challenged to keep focused, engaged and in action? Organizations are struggling with not only how to get people back to work, but how to thrive with a "portable" work environment.

As Founder & Chief Leadership Development Officer of The Ready Zone, Esther Weinberg is a masterful business growth accelerator that's earned a reputation in high-growth media and technology industries for game-changing breakthroughs with executives, leaders and teams. From how to increase profitability in declining markets, to creating successful and sustainable "portable" virtual cultures, to moving employees from burnout and Zoom exhaustion to empowered, innovative and driven, Esther rolls-up-her-sleeves with audiences on the who/what/why of how to grow and sustain a present virtual and global workforce. Esther provides proven, transformative, yet practical tools and systems that help benchmark and measure results.

With over 20 years' experience, Esther's innovative strategies have assisted clients including **Netflix, NBCUniversal, Microsoft, ESPN, WarnerMedia, Sony, Warner Bros., CNN, DreamWorks Animation, Discovery, Adobe, Disney** and **IMAX**.

## Esther's strategies are filled with real, front-line examples and practical transformative tools including how to:

1. Analyze the common costly mistakes that derail organizations from staying relevant and powerful.
2. Create ways to be visible and influential in a remote world.
3. Lead through the turbulence of layoffs and reorganizations and devise new strategies for leading and inspiring those who are remaining, including yourself.
4. Examine ways to rethink and retain culture since teams are more dispersed and not originally designed to be led and fostered remotely.
5. Eliminate the new widening gap between senior leaders and those in the middle.
6. Create impact and influence without authority.
7. Master boundaries and balance.

## Suggested questions:

- What is the biggest mistake organizations make during times of change? How can they resiliently overcome it?
- What is the one skill leaders undervalue that's needed more than ever now?
- How do we lead a remote workforce when important and powerful issues are on people's minds - race, politics, disease - to empower employees, staff and the organization as a whole?
- Now that businesses have moved more into working virtually and are figuring out the mix between virtual and "in person" office work, what do you think the impact will be on the workplace in the future?
- I've heard of so many reorganizations failing. How can organizations approach this in a more thoughtful way?
- How has reorganizations impacted the way people work today?
- What are the new skills leaders now need to powerfully lead permanent, ever evolving change?
- How do we better prepare people to be resilient?



**Investing in your people and company culture is VITAL for your bottom line.**

— Esther Weinberg

## Connect with Esther

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