



# INCREASE YOUR RETURN ON CONNECTION



ALAN  
SAMUEL  
COHEN

My years in the Communications, HR and Coaching industries have given me access to so many different types of people and professional points-of-view. As an Executive Coach, I'm guided by the observation that there is an undeniable need to understand the connection between communications and personal development. The core of my practice is driven by ways to yield a higher Return on Connection (ROC):

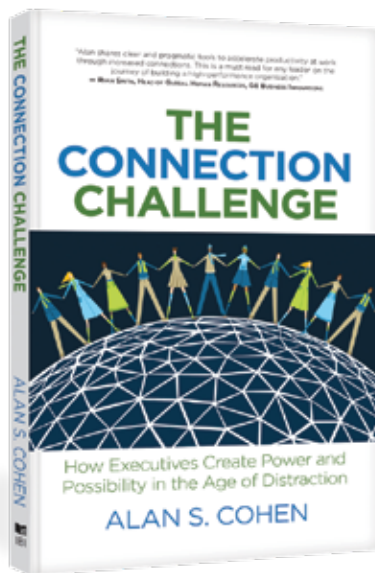
- To the Individual or the Entrepreneur
- To the Business or the Team
- To Those You Serve



## BOOKS

### THE CONNECTION CHALLENGE:

How Executives Create Power and Possibility in the Age of Distraction



The Connection Challenge™ draws on Alan Cohen's experience and his derived tools to accelerate interpersonal growth which can unlock productivity. He writes about how to gain insights for making connections – both business and personal – powerful. And, in the process, overcome distraction by channeling your focus and drive toward positivity.

The Connection Challenge™ demonstrates how to connect to yourself first, then to the heart of your business and those you serve. Everything that you want is available through the power of connection.

### THOSE DIFFICULT TALKS FOR PR PROS:

How to Best Say What Needs to be Said to Clients, Colleagues, and Employees

While written only a handful of years ago, this book provided a breakthrough in the Public Relations sector that was recognized for its frankness and for offering functional conflict resolution tools, at the time. It established Alan Cohen as an authority on communications and became a successful self-published book for a first-time author.





## SPEAKING TOPICS

### FROM MESS TO SUCCESS: FINDING YOUR TEAM M.A.G.I.C.

In this speech, Alan shares how he discovered M.A.G.I.C. at Scholastic when his team was given the task of making Harry Potter a blockbuster hit in the United States. In this talk he shared how a divided, chaotic group of people united under a shared passion and purpose to achieve massive success and how your teams can do the same.

### THE MAGICAL POWER OF SHARED PURPOSE

In this talk Alan speaks on the power of a shared purpose to navigate through even the most chaotic times in business and life, using his experience launching the Harry Potter book series over 20 years ago. The talk, based on Alan's popular TedX speech, includes examples through history where professionals, including first responders and airflight controllers, teachers and communities, have been able to perform the impossible through a sense of shared purpose.

### THE CRISIS IN EMPATHY: THE EQ ADVANTAGE™

In this keynote, Alan speaks about the global crisis in empathy and why empathy is needed more now than ever before. He will provide some techniques to build the empathy muscle, which is a critical skill for leaders to master. With personal and professional stories as examples, audience members will be inspired to find empathy even in the most challenging situations.

### EMOTIONAL INTELLIGENCE: THE SECRET SAUCE OF LEADERSHIP

Emotional Intelligence is one of the most important set of skills for any leader. In this keynote, Alan discusses what Emotional Intelligence is, what gets in the way of leaders' developing EQ, and what is possible for Emotionally Intelligent teams to accomplish. Alan uses his experience leading the publicity team that launched the Harry Potter books over 20 years ago as an example of the power of Emotionally Intelligent teams.





## SPEAKING TESTIMONIALS

*Alan offered story after story about how creating stronger connection directly impacts the bottom line. In a distracted and noisy world, Alan's keynote provides audience members with ways to stay focused on the relationships that matter most, and tips and techniques to empower stronger and more connected communication.*

*As keynote for our recent annual seminar, Alan was an entertaining and enlightening speaker. Entwining the magic of Harry Potter with lessons on leadership was a great twist. Hearing war stories from the real world is always a great way to learn, and the "fun client" makes everyone want to listen.*

*I first met Alan a number of years ago when I heard him speak at an industry conference. I came away impressed with his insights, style and approach - so much so that when my senior leadership was facing some significant issues several years later, I brought Alan in to work with our team. Through premeeting interviews and assessments, Alan was quickly able to discern the key issues and underlying factors. In a subsequent two-day workshop, Alan used sensitivity, focus and well-honed facilitation skills to help our team successfully address the most pressing issues. The key outcome was an excellent path forward that carries through to this day and has made us a much stronger firm as a result. I would enthusiastically recommend Alan to any organization that is looking for a highly-skilled and effective executive coach and facilitator.*



# INTERVIEW QUESTIONS & ANSWERS

**Q: What was your journey and how did you discover your passion and purpose?**

A: It's always so helpful to reconnect with that moment or the series of moments that helped you really get clear about what it is that you're here to do, and for me it certainly hasn't been linear, but there are a couple of pivotal moments, which I think really underscore what I'm about. So the one story probably most relevant to what we're talking about today is in leading the team for the Harry Potter books, the publicity launch, I was always a good publicist and did it for many, many, many years. But for me, there was a moment working on the Harry Potter books where I was able to really give visibility and elevate one of the women on my team, a woman named Kris, who was a great PR person, but really lacked confidence, but she had a really strong affinity for the Harry Potter books, and a relationship with J.K. Rowling and I gave her the reins, and I got out of her way even though a lot of my bosses said that I needed to be in the front of it, I believed that Kris had the heart, and the inspiration to lead. And to this day, Kris is still very good friends with J.K. Rowling, and she arranged the PR for her foundation in the US, and she to that moment really changed her life. So for me it was more the realization that I'm about leadership, I'm about helping people tap into their excellence, and to really elevate talent, and that's something that I do also with my clients, and with everyone that I meet, so I'm elevating them and helping transform them. And so that experience really was a pivot for me. From there I moved into human resources and talent management, and then moved into coaching, which I've been doing for about a decade. So that story is pretty important to me, because it really speaks to this nonlinear path, but an awesome one.

**Q: What is the biggest thing that you think stops executives from becoming breakthrough leaders?**

A: I think that the business leaders spend a lot of time working on and in their business, whether they're entrepreneurs working on their business or they're in corporate and running their divisions, but what they don't spend enough time is working on themselves. And related to that is I think that a growth mindset is just so integral to being a greater leader. And what I mean by that is in a fixed mindset, people really believe that their traits are fixed and they can't change. And they don't work to really develop and improve their intelligence in their accounts. And a growth mindset is much more with a focus on learning, and growing your intelligence, and believing that you can get smarter, and then doing those things to help you build that muscle.



# INTERVIEW QUESTIONS & ANSWERS

**Q: Can I become fantastic at impulse control, or is it always going to be something I'm going to struggle with? And what does it take to change it really?**

A: I feel like you are reading my personal assessment, because I too have less practice in that area of impulse control. You know, in a lot of ways, there's an expression that every asset can become an ache if it's overused or underused, depending on the specifics. So I made a commitment about a year ago that I wanted to work on my impulse control, I actually have an accountability buddy for that, because I felt like being in the moment, and saying yes to things, and just kind of going with the flow has been helpful in many situations, but also can create stress for me, overburdened, overcommitted, all of those things, and also to not restrain myself in pen or tongue can sometimes leave some wounded behind. So needing to just pause has been so helpful. I had the awareness first, we always say awareness, practice, habit, right? So awareness is that I've got this behavior that doesn't always work for me, and it's something I want to work on. Practice is really committing on a regular basis to practice saying no, and then ultimately it becomes habit.

**Q: What are the EQ elements or dynamics at play that result in us not being as courageous in asking for salary increases?**

A: Sure, and there is data that I don't have at my fingertips, but it would support the fact that when we're looking at gender and EQ that women tend to score much higher on empathy, much more on sort of focusing on caring, and caring for others, and putting themselves second. I would also recall that self regard tends to be lower for women than for me. And also assertiveness is generally lower for women. Although I think often when triggered, when that amygdala goes to fight or flight, or freeze and the stress response, sometimes a woman's assertiveness can become very dialed up and can actually be perceived as more aggressive. That's also, I think, bias and hopefully that's something that will change over time. I also think that ... we can talk about reality testing. Reality testing is an aspect of EQ as a reality testing, also known as making stuff up, right, MSU, can sometimes have a woman already decided or making up a story that she's not going to get what she asks for so she doesn't ask for what she wants. That is not exclusive to women, I think we're all great storytellers and we don't always create the most empowering stories. I do think that that can impact a woman's assertiveness in terms of asking for what she wants. And I know you do a lot of work with this, around mindset, and money, and all that. But I think there's been a lot of conditioning for a lot of women to believe that they might not have as much value as a man, or that it's not okay to ask for more. I work with male and female executives to overturn some of these limiting beliefs, and try to work on some of these unfortunate realities.





# TESTIMONIALS



*"Alan was a keynote speaker at our Social WOW Factor Conference, and I recommend him highly for any conference needing a warm, energetic and inspiring speaker. His engaging, sometimes poignant, sometimes funny, keynote would be a great addition to any conference."*

**ORLY AMOR**  
PRESIDENT GLOBAL MENTORING NETWORK



*"Alan is a phenomenal coach, motivator and overall inspirationalist. I am a much better leader because of my continued collaboration with him and feel very fortunate overall."*

**ARI PERLER**  
SVP RESEARCH AND STRATEGY TELEVISION AND NEW MEDIA DISTRIBUTION NBC UNIVERSAL MEDIA, LLC



*"As keynote for our recent annual seminar, Alan was an entertaining and enlightening speaker. Entwining the magic of Harry Potter with lessons on leadership was a great twist. Hearing war stories from the real world is always a great way to learn, and the "fun client" makes everyone want to listen."*

**EVA R. HORNAK**  
2012 PRESIDENT NORTH CAROLINA CHAPTER, PUBLIC RELATIONS SOCIETY OF AMERICA



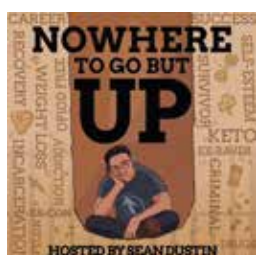
*"It's only been a few months of working together, and I already see a tremendous impact. He's taught me how to work ON the business and not IN the business. Alan's proactive brainstorming brought me big ideas for my business and he guided me as I put them into action. We are now slammed with clients!"*

**JODI KATZ**  
FOUNDER AND CREATIVE DIRECTOR BASE BEAUTY CREATIVE AGENCY



# MEDIA & SPEAKING

As Seen In








# MEDIA & SPEAKING

## Our Clients





# TEDx



## Alan Samuel Cohen

Alan Samuel Cohen is a leadership coach, team consultant, and professional speaker, who has built a 35+ year career around the idea that no matter the industry or challenge, breakthroughs come from mastering effective communication and human connection. Spending decades as both a marketing expert and Human Resources consultant, he is the author of "Those Difficult Talks for PR Pros" and "The Connection Challenge: How Executives Create Power and Possibility in the Age of Distraction." He is a Professional Certified Coach (PCC), working with Fortune 500 company leaders and teams who want to increase their impact through improved connection and engagement. He holds a BA, Connecticut College and MBA, Gabelli School of Business - Fordham University.

**TEDTALK: THE MAGICAL POWER OF SHARED PURPOSE**





## OFFICIAL BIO

### Bio:

Alan Samuel Cohen, MBA, PCC is an experienced executive and team coach and corporate instructor, with over a decade of experience coaching leaders and teams at companies including MetLife, American Express, Skadden Arps, Tiffany's NBC, and countless PR and Marketing agencies. He helps teams work more effectively together, using processes and methods from a vast tool chest - including Emotional Intelligence, and personality assessments, including Myers Briggs. He has worked with many sales, marketing and leadership teams from many different industries (professional services, entertainment, pharma, consumer products, technology).

He is also a professional speaker and author. He delivered a TEDx on The Magical Power of Shared Purpose and he has written books on authentic connection in a digital age, and how to manage conflict and difficult conversations in the workplace.

Prior to becoming a coach, he worked in PR, Marketing and Human Resources for over 25 years, most notably as the Director of Marketing for Scholastic, where he led the team that was responsible for launching the Harry Potter book series, and as Director of Communications for The Broadway League, where he publicized the Tony Awards.

He resides in Manhattan and Miami, with his spouse, and their three-legged Wheaten Terrier.

### Short Bio:

Alan Samuel Cohen, MBA, PCC is an experienced executive and team coach, corporate instructor, TEDx speaker and author with over a decade of experience coaching leaders and teams at companies including MetLife, American Express, Skadden Arps, Tiffany's NBC, and countless PR and Marketing agencies. He also leads a community of heart centered male coaches who are interested in EQ and professional development. He resides in Manhattan and Miami, with his spouse, and their three-legged Wheaten Terrier.





# DIGITAL ASSETS

## Digital Assets:

TEDx: <https://www.youtube.com/watch?v=ZVMagm7IbOM>  
Facebook <https://www.facebook.com/alansamuelcohen/>  
LinkedIn <https://www.linkedin.com/in/alan-samuel-cohen-33a7418>  
Instagram <https://www.instagram.com/alansamuelcohen/>  
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<https://www.alansamuelcohen.com/magic-opt-in>

10 Ways To Drive Innovation Through Connection:  
<https://www.alansamuelcohen.com/innovation-opt-in>

How Well Are You Listening Video:  
<https://www.alansamuelcohen.com/listening-opt-in>

Leading During Times of Uncertainty:  
<https://www.alansamuelcohen.com/leading-during-uncertainty>

Sample Chapter of The Connection Challenge:  
<https://www.alansamuelcohen.com/sample-chapter>  
Visit [bit.ly/Connect2innovate](https://bit.ly/Connect2innovate) to download my free guide on how Connection can drive Innovation

## Past Media Features:

<https://www.alansamuelcohen.com/press>