



CJ COOLIDGE

Short Bio

CJ Coolidge is an author, keynote speaker and Business Performance Advisor of 25 years. His success stems from his core belief that any and all business problems are, at their core, people problems. People cause, or affect, every situation in business. With this perspective, CJ has helped corporations and individuals all over the country discover breakthroughs in profitability, productivity and life satisfaction by adopting the principles of a People Driven Business.

Long Bio

CJ COOLIDGE is the author of *People-Driven Business: 4 new Rules to Create More Profits and Sustainable Competitive Advantage*.

CJ is a 25-year Business Performance Advisor with Insperity.

His approach to developing employees transforms companies to start growing faster in months than they have in years. He's proven it for almost two decades with hundreds of businesses in all kinds of industries.

Super-performance is CJ's specialty and his life reflects it. CJ contributed more than \$1B of revenue for Insperity so profitably for so long that Insperity's profitability award has been called, "The CJ Coolidge Award." Best of all, he accomplished this working less than 30 hours a week, less than 9 months a year.

Some of CJ's clients include media outlets, manufacturing, management consultants, technology and software, energy, and retail. In spite of this diversity, each has discovered that all business problems and opportunities are actually people problems and opportunities. Every improvement in every company is a people improvement.

A couple of CJ's favorite and most powerful interventions are, simply, to reduce distraction and to increase participation of team members. CJ is one of the most positive and interesting speakers on success and achievement to appear in long time. His ideas are powerful and can be applied immediately to help you and your company increase your income, and run more smoothly.

Originally from Washington DC, CJ and his family live in Friendswood, Texas. He loves hiking, Hawaiian music, and Jesus.