



Shir Nir

CEO, HANDEL GROUP

Shir brings more than 20 years of experience working with executives, teams, and organizations to increase performance and create organizational, personal, and financial growth. Throughout his career, Shir has focused on working with senior executives to expose and enhance their innate abilities to lead effectively. Shir combines his wide business experience in industries such as energy, engineering, chemical, petroleum, manufacturing, retail, financial, consulting, and service with The Handel Method® to enable executives and organizations to fulfill their goals and objectives. Shir is currently advising several executive teams and senior leaders on topics such as: Building Honest Cultures, Enhancing Organizational Success, Organizational Alignment, Leadership Development, Mergers and Acquisitions, Strategy, and Talent Management & Development.

Shir is a master executive coach and an expert in designing and creating innovative solutions and approaches that combine a business focus with personal development, leadership, creativity, and interpersonal relationships. His work consists of designing and leading programs, seminars, and one-on-one coaching sessions that inform and inspire people, leading them to produce unimaginable results in their careers. Shir is an expert in designing and implementing wide cultural initiatives that evolve an organization and its people. He works with and leads executive teams to impact the results of their organizations and enhance organizational alignment and productivity. Shir leads and supports senior executives in their goals to produce unprecedented success. Shir currently provides executive coaching to CEOs, Presidents, and CFOs of many firms across a wide range of industries.

Shir is a devoted partner who stays focused on results and who can motivate others to go the extra mile. Prior to working at the Handel Group, Shir was a management consultant as well as a partner and owner of a knowledge management consulting firm where he worked to enable organizations such as UNFPA, Head Start, and PSEG to design, develop, and implement knowledge sharing cultures and structures as well as enhance leadership and collaboration.

Shir lives in Pound Ridge, NY with his wife Marnie, his son Harrison, and his daughter Sophie. As a former Ironman triathlete, he still trains and works out daily.

SPEAKING TOPICS:

Shir leads various corporate events displaying how The Handel Method can translate into the corporate world and provide the means for success.

The Ultimate One-Up: Quit Doing the Two-Step and Shift into Your Highest Gear

In this presentation, Handel Group CEO Shir Nir will help us unpack an internal pecking order (yes, he WILL compare you to poultry) which contains only two levels: a 1 and a 2. A true 1 is a powerful leader. Someone who knows who he/she is, speaks his/her truth, and authors their life. Someone who chases fear and not only champions their cause, but champions others. Not just because they can, but because a true 1 understands that others are 1s as well. Shir will leave listeners with a powerful set of tools to identify how to function as a 1 at work and in life.

Personal Integrity[®] + Accountability = Results

Ready to start a new venture or bring your business to the next level? Handel Group CEO Shir Nir will show you the secret sauce to success: Personal Integrity. Learn this simple, integrative tool that will catapult you and your business to the next level as Shir walks you through the step-by-step process that has helped hundreds of executives to evolve corporate culture and bring about exponential financial growth for their organizations. It all starts with learning how to keep a promise ... to yourself.

Take Over Your Mind and Author Your Career... and Life

Handel Group CEO Shir Nir has a take-no-prisoners brand of radical personal accountability and proven step-by-step coaching tools to help you to make the shift to design (and achieve!) your desired results. Did you know we each have three "voices" in our head that hold us back from making real, lasting change? Yes: we must learn to shut down the voices of the Chicken, Brat, and Weather Reporter in order to get ourselves into the driver's seat of our career and our lives. Shir shows us how.

TESTIMONIALS

"In short, since I met Handel Group my company has gone from \$60M to half a billion! I attribute much of the success to Handel Group because they got us to become authors of our lives and to kill everything that impedes extraordinary results. Also, it's worth noting that the new CEO of Crum & Forster Holdings just hired Handel Group for all of its organizations due to the impact they had on us. Don't delay in hiring them, they will help you take your company to a level of success and create a culture that you can't fathom today."

— **Gary McGeddy, EVP of Fairmont Specialty, a division of Crum & Forster**

"Through working with Handel Group, I have been more focused on improving the quality of my relationships. I'm concentrating on taking care of people. When I "come from the heart" I find I am better able to achieve my desired result and instead of "collateral damage" I end up with the support of those who helped me get there!"

— **Paul Senecal, CBSE, President, United Services of America & Melillo Maintenance**

"When changing horizons in your professional career, the ability to adjust yourself to a new environment and new objectives is key. Regaining leadership and self-confidence are of paramount importance. Coaching with HG Corp has been instrumental in putting these issues on the table. It gave me a framework and tools to better handle management issues, learn from day to day actions, and continue the discipline of self-assessment to correct certain behaviors. My coaching experience evolved from one of skepticism and uncertainty into fascination."

— **Juan Andres Yanes, Chief Corporate Officer – Santander US**

"In a remarkably short period of time HG has transformed our marketing team by instilling high levels of Personal Integrity and accountability into the DNA of our organization. Their results-driven process has had an immediate ROI in both productivity and personal satisfaction."

— **Lisa Judson, Senior Vice President, Audience Marketing, AOL**

"Following a successful business turnaround involving tough portfolio decisions, hard restructuring measures, and a strong need to focus on business process excellence, I hired Handel Group to bring balance to our leadership style. I wanted to energize and inspire a battle-weary team to drive for new achievements in sustainable, profitable growth and have fun doing it. In the five months that we worked with HG, leadership behaviors and relationships among colleagues have improved significantly. We have a more open working culture, greater respect and understanding for one another, and the smiles are back--it's a remarkable success story."

— **Simon Medley, Group VP Fine Chemicals, BASF**

"The growth I've experienced over this last year of coaching is phenomenal! Not only have I received a full understanding of the concepts, techniques, and methods I needed for these changes to occur, but I have been supported with continuous encouragement and my coach's belief in me. This is the Handel Method and it works! I unequivocally recommend Handel Group."

— **General Counsel, Uniworld Group**

"I called a meeting of my senior management team to discuss how we would continue to grow Vogue, the 115 year-old iconic magazine. To my mind, we were very much about to plateau, reaching number one market share in all of our key advertising categories. After nearly another year of false starts and the highest turnover in the company, I was introduced to Handel Group. Handel Group provided a platform to allow the management team to give up bad habits and replace them with positive high-performance behavior. Members of the team learned what it meant to accept that accountability is the key to being an extraordinary business executive, and that Personal Integrity is the fundamental principle of accountability. The results have been outstanding. In 2007, Vogue produced the largest monthly consumer magazine ever published, and turned in a record year on top of a historic 2006. We are going into 2008 with extreme momentum and self-awareness, Not feeling wrung out, which comes from the enabling sense that one gets from speaking and dealing in truth. A lesson well learned from Handel Group."

— **Tom Florio, Publisher, Vogue**

PAST EVENTS

LUMINAR SEQUOIA  ManTech Securing the Future  REALOGY

 CONSCIOUS CAPITALISM  talk  RASTEGAR

SPEAKING ENGAGEMENTS

Ren-Lead/HG Breakfast Seminar Menlo Park, CA — “Personal Accountability”
2014 and “Leadership” 2015

Google Talk — at Google HQ Palo Alto, CA: “Personal Accountability and Integrity”
2015

Marcabah Leadership Talk Blackrock City, NV — “Personal Accountability and Integrity”
August 2016

Imagination Seminar Blackrock City, NV — “Author VS. Weather Reporter”
August 2016

Sequoia Capital Leadership Seminars Menlo Park, CA — “Power of One”, “Hard Conversations”, “Accountability & Integrity”
2018 and 2019

Norwest Venture HR Leadership Dinner New York, NY — “Personal Accountability and Integrity”
2019

Conscious Capitalism Annual Conference — Phoenix, AZ: “Power of One”
2019

COACHING CLIENTS

Music & Entertainment

AMC Records

Ticketmaster

Live Nation

Warner Brothers
Records

Mining

Ciner

Food & Beverage

Bruery

Lifestyle Organization

Core Club

Equinox

Dangene

Event Planning

Colin Cowie

Bentley Meeker

Burning Man

Hospitality

Alison 18

Greenwich Hotel

Benjamin Hotel

Staffing & Recruiting

Adecco

Renaissance Leadership

Pharmaceutical

Purdue Pharma

Pfizer

Media & Advertising

AOL

Ogilvy

JWT

Uniwold Mediabrands

UM

Initiative

Gray Adv.

KBS

WME

Complex Networks

Campbell Ewald

Law

Hartsdale Ruben

Sherman Sterling

Healthcare & Hospitals

NYU Pain Clinic
NYT
Signature
Brigham and Womens' Hospital
daVita
Providence Healthcare
Temple University
Healthcare system
Houston Methodist Hospital
Childrens' Hospital of Philadelphia

Banking

AEdens
BNP Paribas
Banco Santander
Citibank
BBVA
Goldman Sachs

Insurance

D.W. vanDyke
Fairmont Specialty
Crum and Forster
AIG

Private Equity & Hedge Funds

HGI Capital
Rational Wave
Premium Point
Senvest Management
Sequoia
Northwest Ventures
Menlo Ventures
NEA
DFJ
Ycombinator

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