

LOUISE GOODMAN

Widely recognized as an exceptional leader, motivator and presenter, Louise Goodman, gets inside the hearts and minds of audiences to challenge their thinking – engaging them in learning while they are having fun. With the right mix of logic and humor to retain knowledge, behaviors and attitudes long after her presentations are over – she inspires individuals and teams to reach for extraordinary outcomes. And they respond.

Louise is passionate about helping others reach their full potential. She has demonstrated that high-performance teams are fueled by trust and loyalty borne from beliefs, values and skills.

Throughout her award-winning career in rapidly changing environments, she is recognized for delivering exceptional results. Her achievements include numerous awards for top sales performance, and industry recognition and accolades for highly innovative and successful marketing campaigns.

Louise is experienced as a key management member in start-up companies and as a senior executive in the biggest Fortune 500 companies. She established herself as the obvious choice to lead many strategic initiatives, and to build winning teams to support dynamic growth in times of significant change. A co-founder of Assured Outcomes, the successful sales and marketing consulting firm, she is a consultant and speaker who continues to share her secrets of success. Affectionately nicknamed the “Brand Nazi” for her passionate discipline to standards, she has consulted with clients to successfully launch brands.

Using her God-given talents, she serves in church leadership as a trustee, leads both children’s and women’s ministry programs, and loves to sing as part of the church praise team.

With a B.S. in Business Management from Southern New Hampshire University, Louise has completed advanced executive programs at Penn State University. She is a professional member of the National Speakers Association.

