

Anthony R. Reed



CLIENT TESTIMONIALS

Alcatel-Lucent Leadership Engagement

- “I have been to many A-LL (Alcatel-Lucent Leadership) meetings and listened to many speakers. Mr. Anthony Reed is the BEST speaker I have heard. He gave practical tips and interesting motivational messages.”
- “I love the motivation behind today’s speech by Tony. It was very inspirational. I would love to see more.”
- “Excellent, excellent speaker. Mr. Reed brought a lot of useful info. “

Emmanuel Delpierre, **Dallas Oracle Users Group CIO Advisory Board**, “You did a great job engaging this C-level audience. Your presentation was very well customized and targeted to their interest. Everyone loved it so much they only wanted to know what challenge you were taking on next!”

PMI North Alabama Chapter Engagement

- “I have listened to many speakers. However Anthony is by far the best speaker I have ever heard. His presentation style, content and ability to make it pertinent to the group he is addressing is outstanding.” - Teri Madak
- “Mr. Reed spoke at our PMI chapter luncheon; and I took away more applicable knowledge from the two day meetings than a weekend of reading executive management books.” – Scott D. Irvin

Anthony R. Reed has over 30 years of business experience, including 25 years in management and executive positions. He’s led international, multi-generational teams to successfully implement global, multi-million dollar projects. They were on-time, under budget, and to specifications.

During this time period, Mr. Reed completed over one hundred, 26.2-mile marathons around the world. He became the first Black in the world to complete marathons on all seven continents, including Antarctica. He’s won marathon age group and weight division trophies.

His business and athletic exploits have been featured on TV, internet, and radio programs and in business, IT, travel, and sports sections of newspapers and publications worldwide. This includes *Runner’s World*, *Ebony*, *Southern Living*, and the *Journal of Accountancy*.

His two graduate degrees are in management and accounting and two undergraduate degrees are in management and mathematics. He holds various professional certifications. He’s taught undergraduate and graduate project management, accounting, IT, and management courses. And he’s authored four books and over 50 articles.

Most Requested Topic: Leadership Lessons From Some of the World’s Toughest Marathons

Preparing for and completing a marathon is the perfect backdrop for examining the problems and challenges faced by today’s business leaders. While all certified marathons are the same distance, the dangers, terrain, altitude, and weather offer unique and varying challenges. However, you quickly learn that hills build character.

- Running the 3,600 steps of the Great Wall of China Marathon relates to managing a 3,600-task project schedule.
- Dealing with predators on Kenya’s Lewa SafriCom Marathon course was like facing risks on projects.
- Setting realistic project goals is like running in the fridge Antarctica Marathon.

The manager should weigh the advantages of a short term sprint with finishing in the long run. You must become a marathoner, who successfully uses their knowledge to mentally and physically push out of their comfort zones towards new limits. Successful endurance athletes and business managers exhibit the same characteristics to thrive. They manage change by taking calculated risks and gradually expanding their comfort zones. This is how a miler becomes a marathoner and an individual contributor becomes a successful manager. They must incorporate change, manage risk, and motivate people to go up hill at a time when they want to quit. All of this must be achieved in a stressful, challenging business environment.

Other Programs Include

- Finding the I in TEAM: Better Team Building Through Individual Building
- The Achievement Equation: Your Formula for Success



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