

ADVISORY • COACHING • KEYNOTES

Clarity, alignment, and momentum under pressure.

Matt brings clarity to high-stakes leadership situations. He aligns teams and boards around the real decisions and tensions they are facing, so strategy, culture, and execution move together.

WHY LEADERS BRING MATT IN

Matt George is a Global Leadership Advisor to C-suite executives, boards, foundations, and government, and spent five years as an Executive Leadership Coach at Harvard Business School.

He is brought in when leaders need clarity, alignment, and momentum that holds up in the real world.



High-stakes advisory work

He advises CEOs, boards, and senior leadership teams on strategy, alignment, and leadership, helping them make clear decisions, stay aligned under pressure, and keep strategy, culture, and execution moving in the same direction.

Harvard leadership coaching

For five years at Harvard Business School, Matt coached senior executives across C-suite and operational roles from Fortune 500 and global organizations.

Keynotes, offsites, and senior team work

A seasoned keynote speaker and retreat facilitator, Matt designs and leads executive offsites, senior team sessions, and workshops on strategy, culture, communication, and board alignment, built around the decisions top teams are facing.

Operator experience

Before advising global leaders, Matt spent 30+ years as CEO, including of one of Illinois' largest social-impact organizations, with a reputation for leading in crisis and turning politically sensitive issues into clear, actionable plans.

National recognition

His leadership earned national recognition, including Presidential acknowledgment as a finalist for the George H.W. Bush Points of Light Award, and multiple statewide honors.

Former PBS host and national voice

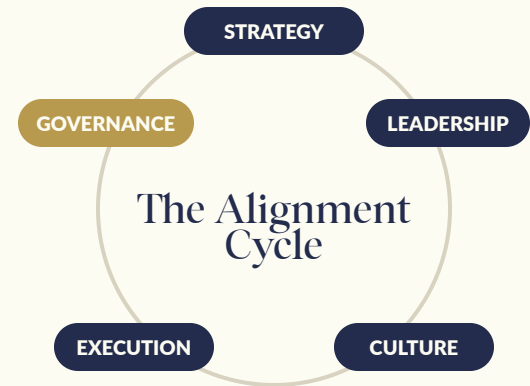
He hosted Business Forward on PBS and is a three-time #1 bestselling author who completed a 22-state, 61-city nonprofit leadership book tour.

THE CORE IDEA: THE LANES ARE CONNECTED

Most organizations treat strategy, leadership, culture, and governance like separate lanes. They aren't.

When strategy is unclear, leaders fill the gap with noise. When leadership is noisy, culture fractures. When culture fractures, execution slows. When execution slows, governance and stakeholders apply pressure, which creates more noise. The cycle repeats.

Matt works on the whole chain, not one broken link.



THE FIVE PILLARS MATT WORKS ACROSS

01
Clarity
and
strategy
under
pressure

02
Leadership
communication
and decision-
making

03
Culture,
community,
and trust

04
Board,
governance,
and
executive
alignment

05
Crisis,
pain
points,
and
operating
reality

WHAT HIS WORK LOOKS LIKE IN PRACTICE

The mix depends on the client, the audience, and the stakes. Examples of mechanisms Matt uses:

Decision clarity

"What decision are we actually making, and what are we avoiding?"

Tensions and trade-offs mapping

Where leaders truly agree versus perform agreement

Priority discipline

The few moves that matter now versus the noise that feels urgent

Leadership communication

Aligning language so people can follow, internally and externally

Culture signal review

What leadership is rewarding, tolerating, and accidentally teaching

Execution rhythm

A cadence that makes accountability normal, not performative

Board-team alignment

Roles, trust, and clean decision pathways

Crisis framing and scenario thinking

Response posture when conditions change fast

Facilitated working sessions

Discussions, group activities, and hands-on exercises when that format fits the group

ENGAGEMENT TYPES, ALWAYS TAILORED

Matt's engagements are built around the client's context and decisions. Format follows the problem, not the other way around.

Keynotes and executive seminars

Leadership, culture, strategy, trust, decision-making

Leadership team offsites and retreats

Alignment, priorities, execution discipline

CEO and senior leader coaching

One-on-one or small group

Board advisory and governance alignment

Healthy clarity between board and leadership

Crisis and high-stakes situation support

Rapid clarity, calm leadership, disciplined response

Community and stakeholder convenings

Trust-building, credibility, shared ownership

Often the right engagement is phased: a focused first step to clarify the real issues, followed by the format that best fits the organization.

WHEN MATT IS THE RIGHT FIT

High-stakes moments

The stakes are high, pressure is real, and the path forward needs to be unmistakably clear.

Strategy without momentum

Strategy is drifting and execution is stalling, even though the plan looks fine on paper.

Quiet misalignment at the top

The leadership team is misaligned, often masked by politeness, over-meeting, or mixed signals.

Board-leadership friction

The board and leadership team need cleaner roles, better trust, and sharper alignment around decisions.

Culture slipping in the background

Morale is fragile, trust is thinning, and accountability is inconsistent.

Tolerating the wrong behaviors

The organization is tolerating attitudes and behaviors that train everyone to expect less.

ABOUT GLASSROOT PARTNERS

Today, Matt leads Glassroot Partners, a boutique advisory practice serving CEOs, executive teams, boards, philanthropists, foundations, and CSR leaders, built on a simple belief: clarity is what moves leaders and organizations forward.

Talk with Matt.

Bring the decision you keep moving to next week.

Matt George

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