

2026 — 2027

S P E A K E R K I T



# JOCELYN GREENKY

*Keynote Speaker · Business Transformation Expert · Author*

MBA · SIMON & SCHUSTER AUTHOR · 40+ YEARS IN PRACTICE · ADJUNCT PROFESSOR

**“The real problems in businesses aren’t on the balance  
sheet.**

**They’re in the room.”**

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**Strategy isn't the problem.  
Execution isn't the problem.  
*People are.***

JOCELYN GREENKY · SPEAKER KIT

ABOUT JOCELYN

# She sees the elephant in the room. Then says what no one else will.

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There is always an elephant in the room. Jocelyn Greenky sees it the moment she walks in. Then she does what almost no one in her position is willing to do: she names it out loud, with precision, wit, and the calm of someone who knows it always gets better from here.

Known as a professional business “fixer,” Jocelyn is a keynote speaker, business strategist, author, Adjunct Professor, and Interim CEO with more than 40 years of experience working with Fortune 500 companies, family enterprises, mid-sized businesses, and startups. She earns the trust of founders and global CEOs alike, because she doesn’t hand you a report and leave. She takes the wheel.

Sider Road is itself a family business. Jocelyn runs the advisory practice alongside her daughter Jade Herz. Few advisors in the field can credibly say they live the model they teach. Jocelyn can.

What makes Jocelyn different on stage isn’t simply what she says. It’s what she allows to happen after she says it. The silence. The nervous laughter. The moment when a room full of accomplished people realizes they’ve all been thinking the same thing and no one said it until now.

Her sessions deliver one outcome: people walk out having said the thing they’ve been avoiding, and knowing exactly what to do next.

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JOCELYN GREENKY · SIDER ROAD

*She takes the wheel.*

*“She walks into the room. She names the elephant. Everything gets easier from there.”*

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WHY BOOK JOCELYN · 2026-2027

## **The conversations organizations are avoiding are exactly the ones she’s built to lead.**

The post-pandemic workplace hasn’t settled. It’s accelerated. Generational succession is creating friction at every level. AI is disrupting who does what and who gets credit. Women are carrying organizations while fighting for a seat at the table. Reputation has never been more fragile, or more valuable. Family businesses are navigating transitions with no roadmap and too much emotion.

*Jocelyn doesn’t talk around these tensions. She walks straight into them.*

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### **BEST AUDIENCES**

- Family Business Conferences & Institutes
- PE / Exit Planning Audiences
- Women’s Leadership Conferences & ERGs
- Corporate L&D & Annual Meetings
- CEO Forums & Executive Roundtables
- Multi-Generational Leadership Events
- MBA Programs & Business Schools
- Industry Associations

## SIGNATURE TOPICS

# Seven talks. Every one battle-tested.

Available as keynote (45–90 min), half-day masterclass, or full-day masterclass. Every presentation customized to your audience and goals.

Family Enterprise · TALKS 01, 02

Culture + Workforce · TALKS 03, 04

Leadership Presence + Reputation · TALKS 05, 06

Negotiation + Influence · TALK 07

## Family Enterprise

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- 01** **The Family Dynamic Advantage: Turning Conflict Into Collaboration**  
**Outcome:** Transform generational friction and power struggles into stronger business performance and family bonds.

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- 02** **Women Behind the Business**  
**Outcome:** Strengthen executive presence inside the family system. Also books for women's leadership conferences and ERGs.

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## Culture + Workforce

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- 03** **Generational Dynamics Boot Camp: Generation Clash or Collaboration? Mastering the 5-Gen Workplace (6 including the military)**  
**Outcome:** Boost productivity and alignment across a multi-generational workforce, including military veterans.

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- 04** **Change Without Chaos: Stop Managing the Plan, Start Managing the Conversation**  
**Outcome:** Build trust and credibility during periods of disruption. Leaders who communicate through change retain more talent and move faster.

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## Leadership Presence + Reputation

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### 05 Charisma Isn't Magic, It's Strategy: How to Own the Room and Win Trust Fast

**Outcome:** Charisma is a learnable skill, and you must turn it on for the hour of the meeting or the room sidelines you. Walk away with the moves that separate average from leader · then go back to being the wallflower if you want.

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### 06 Design Your Reputation: Your Most Valuable (and Most Neglected) Asset

**Outcome:** Reputation is the two words other people use to describe you · ruthless, sharp, kind, sneaky, dependable, dramatic. You can't fully control it, but you can manage it deliberately, and owning your two words ruthlessly is the entire game. This is not branding. Branding is what you say about yourself. Reputation is what they say after you leave the room.

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## Negotiation + Influence

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### 07 Beyond Compromise: Influence with Precision

**Outcome:** Close deals faster, influence outcomes, and preserve long-term trust at the table.

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Every one of these talks delivers in four formats

Keynote 45-90 MIN · Half-Day 3-4 HRS · Full-Day 6-7 HRS · Multi-Session CUSTOM

*Every talk scales from a 45-minute keynote to a full-day masterclass — and every one is rebuilt around your room.*

WHAT CLIENTS SAY

# Four words organizers keep repeating: structure, candor, humor, momentum.

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*“Some presentations can be banal. Yours was informative and exciting. Your excellence has inspired me.”*

**THOMAS DEAN, FOUNDER, RELENTLESS VALUE · EPI CONFERENCE**

*“After hearing Jocelyn speak at Villanova, I knew that students, faculty, and staff at Drexel would love her. Her insight is laserpoint accurate to the realities of being successful in the work environment.”*

**ANN WILSON, BOOKING CLIENT · DREXEL UNIVERSITY**

*“Jocelyn Greenky is an outstanding guest speaker. She engages students with equal parts humor, candor, and insight, and always delivers a thoughtful presentation on generational challenges in the workplace.”*

**ANDREW GOLDMAN, ADJUNCT PROFESSOR · NYU**

*“She brings structure and objectivity to complex family business dynamics. Invaluable when the stakes are real.”*

**DR. ROBERT RIOSECO, FAMILY BUSINESS LEADER**

*“I’ve been working with Jocelyn for almost 20 years. Her ability to implement a roadmap has been instrumental in achieving success.”*

**STUART BROWNSTEIN, PRESIDENT · COLIN COWIE**

*“Sider Road is a change agent. She re-constituted our support staff, reworked all workflow, and gave us a clear structure.”*

**DEAN STEINMAN, CEO · PRESENTATION MULTIMEDIA**

*“She turns complex problems into clear, actionable solutions. Instantly.”*

**ZOE HOARE, FOUNDER**

PAST STAGES · MEDIA · REACH

## Where Jocelyn has stood, and where her work has been seen.



### Corporate

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Viacom · EY · Bloomberg

KPMG · PwC · Avon · Kraft

BoFA · Material Bank · HBO

iNDEMAND · WSJ · General Foods

Hachette Filipacchi

### Universities & Conferences

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NYU · Columbia · Drexel

Villanova · Syracuse

Queens College CUNY (Adjunct)

United Nations

ProMAXBDA

Ongoing: EPI keynote 3+ yrs

### Media + Publishing

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Simon & Schuster (Author)

CNBC · CNN · Fox News

Forbes · Fast Company

New York Times · USA Today

Washington Post · WSJ

HuffPost (10 articles)

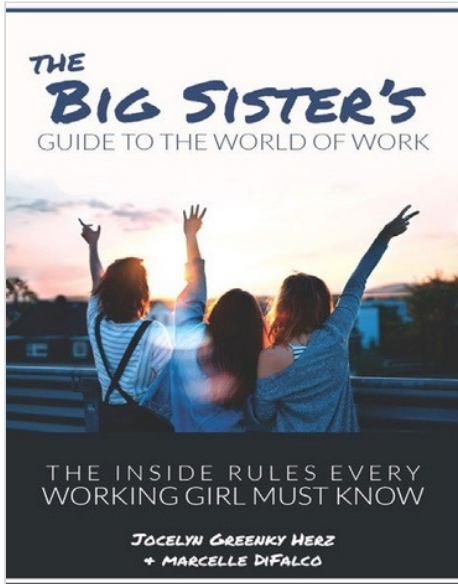
*Stage reach across North America, South America, Mexico, and Europe. Available virtual for any timezone.*

FEATURED IN

Press, brand, and institutional features across four decades of work.



## THE BOOK



## The Big Sister's Guide to the World of Work

SIMON & SCHUSTER · SOLD IN 13 COUNTRIES · STARRED REVIEW,  
PUBLISHERS WEEKLY · FEATURED IN 30+ OUTLETS

We spend 90,000 hours of our lives at work. Yet our education system never arms us with the tools of effective communication, performance, and political savvy needed to thrive. *The Big Sister's Guide* became the book people press into the hands of everyone they care about. A three-book deal with Simon & Schuster, bought in the first week the proposal hit the market.

## FORTHCOMING

### Design Your Reputation

Your reputation is your most consequential (and most neglected) professional asset. In her forthcoming book, Jocelyn makes the case that reputation isn't what happens to you. It's what you build, decision by decision, conversation by conversation.

*Leaders who design their reputation deliberately are 3× more likely to be approached for leadership roles, earn 10–20% more, and generate 50% more business referrals than those who leave it to chance.*

CREDENTIALS

# Four decades across the C-suite, the classroom, and the bestseller list.

ACADEMIC

MBA, Organizational Leadership, with distinction

B.S., Syracuse University

Adjunct Professor, Queens College CUNY

*First grant awarded to both an adjunct professor and a woman in the master's business program for research in psychological safety.*

EXECUTIVE TRACK RECORD

Digital Global Editorial Director, Hachette Filipacchi

COO, Colin Cowie Lifestyle

CEO, BriteBean Technology

CEO, Ortho Marketing

Branded TV + Syndicated Radio Producer, Wenner Media

*(Rolling Stone parent)*

Consultant: Material Bank, WSJ, HBO, iNDEMAND



JOCELYN GREENKY · SIDER ROAD

40+ YEARS IN PRACTICE · FORTUNE 500 TO FAMILY ENTERPRISE · MBA, WITH DISTINCTION  
SIMON & SCHUSTER AUTHOR · ADJUNCT PROFESSOR, QUEENS COLLEGE CUNY

## BOOKING + FORMATS

# Ready to book Jocelyn?

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### Keynote · 45-90 MIN

Customized to your audience and theme. Ideal for conferences, corporate all-hands, and annual meetings.

### Half-Day Workshop · 3-4 HRS

Deeper dive with group exercises, Q&A, and working sessions. Ideal for leadership off-sites and executive retreats.

### Full-Day Masterclass · 6-7 HRS

Comprehensive program with frameworks, application, and live coaching. For teams who want lasting change.

### Multi-Session Program · CUSTOM

Custom series over weeks or months. For corporate L&D programs, MBA cohorts, and executive leadership tracks.

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## INVESTMENT

Virtual keynote	from \$7,500
In-person keynote	from \$15,000
Half-day workshop	from \$12,500
Full-day masterclass	from \$20,000
Multi-session, interim CEO & international engagements	inquire

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### *Have a date in mind?*

Email [info@SiderRoad.com](mailto:info@SiderRoad.com) or book a call at [calendly.com/jocelyngreenky](https://calendly.com/jocelyngreenky).

Availability typically confirmed within one business day.

## FOR ORGANIZERS

# Everything your team needs to plan, promote, and run the day.

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### WHAT'S INCLUDED

30-minute prep call · custom talk co-design · keynote + 15-min Q&A · standard AV needs · post-event recap on request.

### STANDARD AV

Wireless lavalier mic, presenter clicker, 16:9 slide output. No special tech required.

### AVAILABILITY

Typically books 6–12 weeks out. Nationwide & international travel available.

### LANGUAGES

English. Available virtually for any timezone.

### PRESS KIT · DOWNLOADS

- One-sheet PDF (print-ready)
- Hi-res headshot (1200 × 1500, color)
- Hi-res headshot (B&W alternative)
- Sider Road logo (vector + PNG)
- Bio · short (50 words)
- Bio · mid (150 words)
- Bio · long (250 words, intro)
- Speaker reel (60–90 sec) · coming Q3 2026

*All assets cleared for use in promotional materials, social, and event programs. Email [info@siderroad.com](mailto:info@siderroad.com) for direct file links or alternative formats.*

## SAMPLE INTERVIEW QUESTIONS

# For podcast hosts, MCs, and journalists.

Pick any three, or co-create with Jocelyn in the prep call. These spark her best material.

- 1 What is a family business actually fighting about when the conversation is supposedly about money?

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- 2 If you had to bet on which family businesses survive the next generation, what is your tell?

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- 3 Why is charisma a skill and not a personality trait?

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- 4 What is the worst piece of leadership advice currently in circulation?

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- 5 You are running Sider Road with your daughter Jade. What do most parent-child working partnerships get wrong?

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- 6 You have worked across publishing, lifestyle brands, marketing agencies, and family businesses. What is the through-line?

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- 7 What is one specific story from your hundreds of family business transitions that listeners will remember?

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- 8 If you were giving a 60-second commencement speech tomorrow, what would you say?

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- 9 What is a question every event organizer should ask their keynote speaker but rarely does?

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- 10 What is the single most underrated skill in executive leadership today?

***“Branding is what you say about yourself. Reputation is what they say after you leave the room.”***

# Change your business. Change your life.

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CONTACT JOCELYN

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