

## **Nyman Group** *At-A-Glance*

### **Company:**

Nyman Group is one of the nation's premier specialists in developing collaborative communication programs to facilitate leadership development and organizational effectiveness. The firm's seasoned professionals provide a range of trusted services that address clients' comprehensive executive coaching, organizational development, and presentation training requirements.

### **Mission:**

Helping companies, not-for-profits, and government officials apply proven collaborative communications knowledge and processes to help key executives and others master the art of leadership.

### **Services:**

Three service categories provide clients with a host of assessment, advanced, and custom-designed options for developing leaders and improving organizational effectiveness:

*Executive Coaching:* A range of Assessment, Communications, and Decision-making services

- 360° Leadership Audits
- Analyst Presentation Training
- Executive Presence
- Executive Presentation Skills
- Persuasion & Influence
- Negotiation Skills
- Disciplined Decision-making
- Onboarding & Cultural Integration
- Conflict Resolution

*Organizational Development:* Assessment, Change Management, and Team Development services to achieve high performance results

- Internal Communication 20/20 Audits
- Climate Audits
- Surveys

- Change Management
- Deep-dive Problem Solving
- Group/Process Development
- Leadership Retreats
- Executive Retreats
- Client Relationship Management

*Presentation Training:* Quality training and courses across both a Core Curriculum and a Leadership Curriculum

- Professional Presence
- Professional Presentations
- Technical Presentations
- Public Speaking
- Public Workshops
- The Nyman Method
- Sales Success
- Customer Service Excellence
- Presenting to the Board
- Presenting to Analysts
- Executive Presence
- Executive Presentation Skills

**Clients:**

With deep expertise, nationally and globally, Nyman Group has become a trusted partner for C-level teams among blue-chip companies in many industries and markets, including:

- Pharmaceutical
- Banking and Finance
- Information Technology
- Industrial Products
- Not-for-Profit Organizations
- Public Officials

**Information:**

For more information, or expert commentary or editorial input, please visit: [www.nymangroup.com](http://www.nymangroup.com), or contact Jeff McGinnis at 215-825-1062.

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## **Nyman Group**

### **Bio Sketch:**

### **Marilyn Nyman, M.Ed., CCC/SP**

#### **The Art & Science of Communications**

Marilyn Nyman is no stranger to issues of leadership and organizational effectiveness. For 25 years, she's watched executives rise and fall -- based on their ability to master the "soft skills" needed to lead others. More importantly, Marilyn is a veteran entrepreneur who has founded two ongoing, successful businesses -- both with roots in the study and practice of communications -- proof positive that she doesn't just talk about leadership, she lives it.

As founder and CEO of both Nyman Group and Nyman Associates, she practices leadership every day: building the right teams, establishing strategy, articulating vision, handling human resource issues, managing staff development, and running two profit and loss statements every month, year after successful year.

Nyman Group is one of the nation's premier specialists in developing communication solutions to facilitate leadership development and organizational effectiveness. The firm is unique in its approach to helping clients apply the science of communication to address their executive coaching, organizational development, and presentation training requirements.

Besides being a trusted advisor to C-level executives, and those who aspire to be, Marilyn is also a passionate student of life, business, and the twists and turns of leadership in the world today. She delivers her personal energy, insight and innovative solutions to leaders in fields ranging from pharmaceutical to industrial, high technology to the public sector.

Marilyn's role as head of Nyman Associates also fosters her ability to help clients of Nyman Group solve real-world challenges in leadership development and organizational effectiveness. Nyman Associates, the first of her two businesses, is a leading provider of speech/language pathology services to the healthcare community. This clinical foundation

informs her approach to helping executives blend both art and science to improve business communications.

**Professional Credentials:**

Marilyn’s professional certifications include a Certificate of Clinical Competence in Speech and Language Pathology. A noted guest lecturer, she has taught leadership theory and practice at Harvard Graduate School of Education, Principal’s Center, and The Wharton School at the University of Pennsylvania. As a University of Pennsylvania Fox Fellow, Marilyn’s teaching work has included a 16-week course in “Communication for Effective Leadership” through Fels Institute of Government as part of the university’s Masters of Government Administration program. She is also a certified provider for the Center for Creative Leadership’s Benchmarks® Assessment.

Active in a number of business and community organizations, Marilyn is a board member of the Anti-Defamation League and holds memberships in the Forum of Executive Women, the Speech Communication Association, and the National Speakers Association. She is a past recipient of the Montgomery County Women of Achievement award for her outstanding service to the community.

She holds a Masters degree in Education, and a Bachelor of Arts degree from George Washington University.

**More Information:**

For more information, or expert commentary or editorial input, please visit: [www.nymangroup.com](http://www.nymangroup.com).

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**Nyman Group**  
*Backgrounder: Got Gravitas? A Quick Primer  
on What It Takes to Lead the Pack*

by Marilyn S. Nyman, M.Ed., CCC/SP,  
President/Founder, Nyman Group

The ancient Romans called it *gravitas* – one of the intangible qualities of a true leader. While it's not easily defined, you know *gravitas* when you see it. A sense of gravity. A serious, dignified demeanor. Charisma. Leadership presence. A certain something that sets you apart from the rest of the pack. *Gravitas*.

It's easy to tell which executives possess *gravitas*. They're the people respected by leaders, colleagues, competitors, and employees alike – keep in mind, they key word is *respected*; they're not necessarily the most technically savvy, the most experienced, or the most popular. Not everyone with *gravitas* will make it to the corner office, but very few -- if any -- attain the highest executive positions without it.

Do you possess *gravitas*? You should know; one of the most noticeable features of a true leader is his/her self-awareness. If you're not sure about your *gravitas*, here's how to hone the leadership presence that may be waiting to come out.

**How decisive are you?**

Do you pride yourself on your quick, instinctive decision-making, or do you prefer to weigh options before making important decisions? If you take time for careful thought even within time constraints, you're exhibiting *gravitas*. Of course, there's a time and place for quick responses – for example, during times of crisis. But for the really important decisions, true leaders review their options and consider other points of view before acting. It's not a sign of weakness to wait before speaking up or to be the last to speak (if you have something to say), it's the sign of a leader.

**What's your verbal style?**

Do you shoot from the hip, sending off email responses at warp speed? Are you quick with a sarcastic comment? If so, you're undermining yourself in the *gravitas* department.

A true leader thinks before he/she speaks or writes. Never dash off an email or respond to a colleague in anger. Thomas Jefferson once said, "When angry, count to ten before you speak. If very angry, count to one hundred." And, with thanks to Mr. Jefferson, one could add, "If you want to make a glib remark, count to one thousand." It may lighten the mood, but it won't shine

a beam on your path up the executive ladder. Can you name any CEOs who attained their positions because they kept the board of directors entertained? What you consider amusing, others – especially those who will decide your future as a leader – may consider flippant, unhelpful and even counter-productive. A leadership position will be given to the person with a sense of dignity, and less likely to the person who has a smart-aleck answer to everything. If you are a true leader with gravitas, you know when not to take yourself too seriously -- but more important you know how serious things are.

### **And what about your nonverbal style?**

Consider actors John Wayne and Tom Cruise, and picture some of their more memorable screen images. Which actor tended to play the roles dripping with gravitas? Correct: the commanding Wayne, even in his early screen roles. While the slicker (and boyish) Cruise may have some gravitas-packed roles in his future, the comparison between the two actors' recognizable on-screen personas is a simple illustration of how easily one's nonverbal image can be shaped. And while there's not much you can do about some aspects of your physical self, a correct nonverbal style can add to your sense of gravitas. For example:

- Talking too fast makes you appear “slick.” Speaking in a too-slow monotone puts people to sleep. Using big words in a professorial, pedantic manner turns many people off. Speak with respect and grace.
- How you carry yourself – standing, walking – matters at all times, not only during formal presentations and when you are “on display.” Be sure to make eye contact.

Of course, a leadership presence cannot be developed overnight. But, if you closely examine your decision-making style, the way you communicate, and your speech and movement – and you make adjustments, when appropriate – you will be able to stand out from the pack, a good start on the way to a senior leadership position.

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