



## **Jim Cederna**

### **Coach's Biography**

**Jim has been a top leader of many businesses. He is now using that experience to coach leaders and teams focusing on rapid change and improving performance.**

#### **Jim has practical leadership tools and measures to improve business results:**

- **Founder/Owner of Cederna International, Inc.** **2003-present**
- **Chairman of Calgon Carbon Corporation Board, NYSE Co** **2001-2003**
- **CEO and President of Calgon Carbon Corporation** **1999-2003**
- **Board Member of Mine Safety Appliances Co.** **2002-present**
- **Board Member of American Chemistry Council** **2002-2003**
- **Board Member of Allegheny Conference on Community Development** **2002-2003**
- **Executive Committee of National Aviary, Pittsburgh** **2001-present**
- **President of Arizona Chemical Company** **1996-1999**
- **Officer of International Paper Company** **1996-1999**
- **President and COO of Columbian Chemical Company** **1995-1996**
- **President/CEO of Film Tec Corp, Dow Chemical Co.** **1992-1995**
- **Global Business Director, Dow Chemical Co.** **1994-1995**
- **Chairman of Generon/Cynara Joint Ventures** **1997-1994**
- **Other Leadership Positions at Dow Chemical Co.:** **1973-1995**  
**Business Director, Commercial Manager, Research Manager,**  
**Group Leader, Project Leader, Sales Manager**



## **Topic: “Coaching Your Team to Greater Success thru Difficult Changes”**

Tough business conditions aren't going away soon according to the speaker at the November 2009 CFA meeting. That means more change may be required in your business. So how can you best lead change to ensure your business' success? Be the CCO, Chief Change Officer in your company!

Jim will share what he has learned in the past 6 years while working closely as a “Business Coach” with over 60 different company leaders in various industries.

This session will cover the “Practical Tools and Techniques” Jim has seen top leaders use to:

- Set clearer plans and expectations
- Get everyone more aligned together
- Create greater accountability
- Better measure progress
- Provide more meaningful performance feedback
- Motivate employees to higher levels
- Develop stronger people and organizations

Both the best “tools” and real life examples of how they are used successfully for positive change will be reviewed in a workshop type format. The “take aways” from this session can easily be adopted by attendees, require limited time and investment, and will quickly have an impact on business results during this down economy.