

Greg Trueblood is accountable for client value and client satisfaction at Insigniam.

Gregory leads front-line teams to embed breakthrough performance, transform corporate culture, and build innovation ecosystems. His work, which includes helping speed product launches and formulating product strategy, has secured millions of dollars in value for his clients.

After working with Gregory, a global life-sciences company's development team brought a new pharmaceutical to market in record time, a fast-moving consumer goods company reduced product launch time from two years to one, and the leadership team of an emergency-response organization staged the largest full-scale drill in its history.



Gregory designed Insigniam's innovation consulting offering for business model innovation, led a Crash Course in Creativity session with supply chain teams for a fast-moving consumer goods company, and has led several workshops on innovation and breakthrough performance. Prior to joining Insigniam, Gregory served as a management consultant to some of the nation's largest state and local government agencies.

He holds an M.A. in Economic & Business and Politics from the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University and a B.A. in Literature from the University of California, Santa Barbara.

## Public Speaking and Service

- FrameWorks Workshop: How Leaders Create a Winning Future, CONNECT San Diego, 2020
- FrameWorks Workshop: Building High Performing Teams, CONNECT San Diego, 2016
- FrameWorks Workshop: Strategic Planning Inside Complex, Adaptive Systems, CONNECT San Diego, 2016
- FrameWorks Workshop: Leveraging Design Thinking for Breakthrough, CONNECT San Diego, 2016
- Business Model Innovation, Healthcare Businesswomen's Association Leadership Conference, 2013

## Thought Leadership and Articles

- The Truth About Tech-Driven Innovation, *IQ Insigniam Quarterly*, Summer 2024
- A Playbook for Breakthrough Results, *IQ Insigniam Quarterly*, Fall 2023
- What Determines Long-Term Organizational Success?, Insigniam Blog, February 2023
- Succeeding as an Executive, Insigniam Blog, November 2021
- Recharging the Electric Vehicle Race, *IQ Insigniam Quarterly*, September 2021
- Achieving Success By Focusing On A Single Result, Insigniam Blog, August 2021

- Where Leaders Fail Is In Failing To Act, Insigniam Blog, June 2021
- There Isn't Anyone With Whom Who You Can't Be Straight, Insigniam Blog, April 2021
- Stop Speaking In Concepts. Start Speaking In Pictures, Insigniam Blog, April 2021
- The Pitfall For Leaders Is Complaining About Having To Lead, Insigniam Blog, December 2020
- If You Want Great Things From Your People, Give Them Great Space To Perform, Insigniam Blog, December 2020
- Sometimes You Just Need To Request A Breakthrough, Insigniam Blog, September 2020
- What It Takes to Achieve Breakthrough Results in 2020, Insigniam Blog, August 2020
- In An Era Of Remote-Working, You Must Formalize Your Leadership, Insigniam Blog, May 2020
- What Is a Commitment-Centered Organization?, Insigniam Blog, May 2020
- Hold People Accountable. They'll Love You For It., Insigniam Blog, November 2019
- Disruptive Leadership Doesn't Start With What's Broken, It Starts With What Inspires, Insigniam Blog, April 2019
- On United, Insigniam Blog, April 2017
- How To Integrate Design Thinking Inside Your Enterprise Right Now, Insigniam Blog, March 2017
- Your Corporate Culture Is Contagious, Insigniam Blog, March 2017
- Transform Your Leadership By Asking, Insigniam Blog, October 2016
- Honoring Promises Produces Breakthrough Results, Insigniam Blog, September 2016
- Transformational Leaders Listen First, Speak Second, Insigniam Blog, April 2016
- Completion Is As Important As Starting, Insigniam Blog, February 2016
- Stop Talking About Employee Engagement, Insigniam Blog, December 2015
- At Cathay Pacific, Innovation Flies, Insigniam Blog, September 2015
- What Culture Change Looks Like, Insigniam Blog, September 2015
- Transformational Leadership: How To Build Trust, Insigniam Blog, April 2015
- Culture Change: A Two-Step Process, Insigniam Blog, March 2015
- Completing The Past Enables Breakthrough Performance, Insigniam Blog, December 2014
- Where People Collaborate, Breakthrough Performance Is Possible, Insigniam Blog, November 2014
- Communicating Breakdowns Is The Access To Breakthrough Performance, Insigniam Blog, October 2014
- Starbucks Brewing New Innovations For Its Brand, Insigniam Blog, September 2014
- Embedding Organizational Integrity, Insigniam Blog, August 2014
- The Revolution Will Be Televised: A New Business Model For AT&T, DirecTV?, Insigniam Blog, June 2014
- Calling Out What's Predictable Enables Breakthrough Performance, Insigniam Blog, March 2014
- How Do You Embed Breakthrough Performance? Stop Agreeing Start Aligning, Insigniam Blog, March 2014
- The Transformation Road Map, *IQ Insigniam Quarterly*, Summer 2013
- Co-author, Insigniam Executive Sentiment Survey, *IQ Insigniam Quarterly*<sup>®</sup>, Spring 2013

[Insigniam B.I.T.s Podcast](#)

- Consistent Feedback is Key to Organizational Success, December 2022
- Impact-Based Coaching That Provides Sustainable Results, September 2022

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