



**THE HUMAN FACTOR, Inc.**

...optimizing human assets to achieve organizational success

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## **STUDENTS LEARN FIRSTHAND WHAT IT IS LIKE TO BE IN THE EXECUTIVE'S CHAIR**

CEO Holly Green Talks to CSUSM Students about Leading Today

**SAN DIEGO, California (March 2008)** – As the students at California State University San Marcos recently found out, anyone can be a success at what they do, it just takes hard work and a deep-seeded passion. This is what CEO of The Human Factor, Holly Green, made evident to all lucky enough to sit in on the class, “In the Executive’s Chair,” this past March, 2008. Taking the knowledge she has obtained throughout her career as an employee and consultant, as well as what she has learned from her personal experiences, Green helped students realize that everyone has what it takes to achieve their dreams.

Holly Green, who is finishing up her first book, “More Than a Minute: How to be an Effective Leader and Manager in Today’s Changing World” set to be published this September, has put her knowledge, tools, tips and checklists into a refreshing approach for leaders and managers globally. She made it clear that she believes there are leaders in all of us; it is what you say **and** do that make you a failure or success. Employers and employees must learn to think differently and expansively, constantly adapting to the change and complexity around us.

In the two hours she spent In the Executive’s Chair, students asked both personal and professional questions. Green made it clear that today’s work environment is not a simple one since times have vastly changed over the past 25 years. There are now up to four generations in the workforce and communication can be tough despite the multitude of channels available to deliver it. Employees in the youngest generation entering the workforce will, on average, have seven different careers in their lifetime, compared to the previous generations who learned to change jobs in the past decade but typically remained within their area of functional expertise.

“People need to learn to unlearn,” Green said. “It is very hard for adults to ponder, ‘What if I am wrong,’ as they spend most of their time validating what they do and why it is right.



After speaking from a professional viewpoint, Holly then went on to talk about her passion for helping others and her desire to give back. She spends 10-15% of every week doing pro bono work, truly walking her talk in this regard. She also spoke of the importance of mentorship and networking, two aspects of her career which have helped lead to her success.

For more information about Holly Green's appearance at Cal State University San Marcos and a video with clips from the event, as well as a personal interview afterward, please visit:

<http://www.sddt.com/files/media/view7.cfm?media=ZORNOCK3> and

<http://www.sddt.com/files/media/view7.cfm?media=CTNEQHIO>.

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### **About Holly Green**

*Holly Green, CEO of THE HUMAN FACTOR, Inc. has experience as a CEO, board member and consultant to FORTUNE 500 companies and start-ups alike. She has been an employee and consultant for multinational corporations including The Coca-Cola Company, AT&T, Dell Computer, Bass Hotels & Resorts, Sony Electronics, BD, Expedia, Inc., RealNetworks, Microsoft and Google.*

*She was previously President of The Ken Blanchard Companies, a global consulting and training organization as well as LumMed, Inc. a biotech start up. Holly is known as someone who gets things done and has led turnarounds as well as hyper growth organizations.*

*Holly is on the staff at Webster University teachings courses in the graduate program and is an Executive Faculty Member at the University of California, San Diego's Rady School. She is a member of the Chairman's Roundtable and California State, San Marcos Center for Leadership, Innovation & Mentoring. Holly lives in San Diego, California and is married with two beautiful children.*