Greg Witz

KEYNOTE SPEAKER · EXECUTIVE ADVISOR · AUTHOR

PRESIDENT & CEO, WITZ EDUCATION · MAKING HUMANS BETTER HUMANS



30+ years in the room

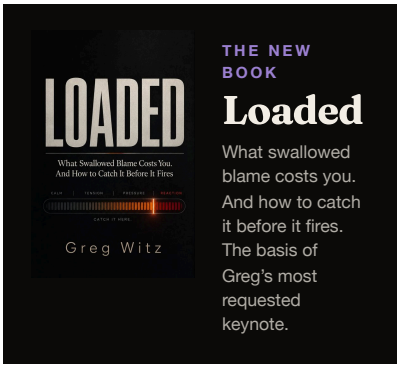
50,000+ leaders

500+ organizations

3 White House administrations

ABOUT

Greg Witz is President and CEO of Witz Education, an author, and a trusted advisor to C-suite executives, Fortune 500 leadership teams, and leaders across three White House administrations. For over thirty years he has been called in when an executive's behavior has become a performance liability: when authority has turned into volatility, when accountability looks like intimidation, when political tension at the top is bleeding into every decision below it. He works at the intersection of behavioral psychology and Transactional Analysis, with a no-bs delivery that shifts behavior permanently.



THE NEW BOOK

Loaded

What swallowed blame costs you. And how to catch it before it fires. The basis of Greg's most requested keynote.

SIGNATURE TALKS

Loaded — The Blame Game

The keynote built on the new book. The three places people hide, and what swallowed blame costs before it fires.

Ego States for Leaders

Behavioral psychology, translated. What actually happens in the room when things get tense.

The Four-Second Pause

The gap between reaction and response, and how to build it back.

Making Humans Better Humans

Greg's most personal keynote. Thirty years of coaching, and the daily work of being a better human.

WHAT THEY SAY

"I went in a skeptic in 2011. Fifteen years later, my business has scaled and Greg is directly responsible for both my personal and professional growth. If you want your audience to walk out changed, Greg is the call you must make."

NEIL S.
PRESIDENT & CEO

"We really enjoyed Greg's session and the team got so much out of it. The buzz continued for the full 2 days of the conference."

ALANA R.
VP PEOPLE AND CULTURE

TRUSTED BY LEADERS FROM

R360 · GOBUNDANCE · Microsoft · DELL · AMERICAN EXPRESS · Deloitte. · BMO · BEST BUY · USDA

Also the U.S. Department of Defense, AT&T, Nestlé, ABInBev, Ontario Power Generation, Canadian Nuclear Laboratories, Weyerhaeuser, Brookfield, SickKids and Ronald McDonald House Charities.

ONLINE

- gregwitz.com
- witzeducation.com

SOCIAL

- LinkedIn /in/gregwitz
- Instagram @gmwitz
- YouTube @gregwitz

BETTERHUMAN PODCAST

- Apple Podcasts
- Spotify

$15,000 – $20,000 USD

Format, travel and audience size dependent. Travel billed separately at cost.

BOOKING

greg@witzeducation.com
416.723.2915
gregwitz.com

BIOGRAPHIES

Two lengths, one voice.

Current as of October 2026. These supersede any earlier bio.

Stage introduction

124 words

Greg Witz is President and CEO of Witz Education, an author, and one of the most direct executive advisors working today. For over thirty years he has worked with C-suite executives, Fortune 500 leadership teams, and leaders across three White House administrations, called in when a senior leader's behavior has become a performance liability. More than fifty thousand leaders and five hundred organizations later, the mission has not changed: making humans better humans. His new book, Loaded, is about what swallowed blame costs you and how to catch it before it fires. He is the creator of the MRPI 360 Assessment and host of the betterHUMAN Podcast. He doesn't teach leaders to be nicer. He teaches them to be precise. Please welcome Greg Witz.

Standard

278 words

Greg Witz is President and CEO of Witz Education, an author, and a trusted advisor to C-suite executives, Fortune 500 leadership teams, and leaders across three White House administrations. For over thirty years he has been called in when an executive's behavior has become a performance liability: when authority has turned into volatility, when accountability looks like intimidation, when political tension at the top is bleeding into every decision below it.

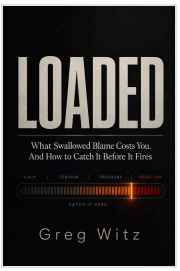
His new book, Loaded, is about the habit running underneath almost every leadership failure. Blaming others. Blaming yourself. Blaming circumstance. It is built from three decades of sessions rather than from theory, and it is the basis of his most requested keynote.

This is not typical leadership development. Greg works at the intersection of behavioral psychology and Transactional Analysis, with a no-bs delivery that shifts behavior permanently. He is the architect of the MRPI 360 Assessment, a multi-rater instrument that shows how executives actually operate under stress rather than how they report themselves, and the creator of the betterLEADER, betterTEAM and betterCOMMUNICATION programs used by senior teams across North America.

Witz Education has run that work for three decades, with more than fifty thousand leaders and over five hundred organizations across North America, from Dell and American Express to teams advising the White House.

Greg's first book is Lead, Follow or Get Out of The Way. He hosts the betterHUMAN Podcast, and his mission has been the same for thirty years: making humans better humans. He doesn't teach leaders to be nicer. He teaches them to be precise.

THE BOOKS

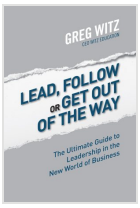


NEW · FORTHCOMING

Loaded

What swallowed blame costs you. And how to catch it before it fires.

The habit underneath almost every leadership failure: blaming others, blaming yourself, blaming circumstance. Built from three decades of sessions, not from theory.



FIRST BOOK

Lead, Follow or Get Out of The Way

The Ultimate Guide to Leadership in the New World of Business.

Available on Amazon.

HEADSHOTS

Click any headshot for the full-resolution original, or type the filename after **gregwitz.com/images/** — e.g. gregwitz.com/images/greg-portrait.jpg. The 2026 speaker reel and book covers are on the same path. A longer press bio is available on request.



Primary
2000×1808 px
greg-portrait.jpg



On bone
1000×874 px
greg-portrait-bone.jpg



Candid
2000×1808 px
greg-alt-1.jpg



Formal
1500×1356 px
greg-alt-2.jpg