



John J. Green

Senior Consultant

John Green, consultant for ADI since 2004, is an experienced executive, consultant and coach who has worked with clients from a broad range of business and industry including Banking, Financial Services, Healthcare, Telecommunications, Insurance and Pharmaceutical Sales. John's particular area of interest is in working with sales managers, through Precision Leadership Coaching, to help them develop their sales teams. John, by virtue of his experience as a manager and his training as a consultant, clearly understands the developmental process involved in exchanging the hands on of doing for the remove of guiding others. He is adept at applying his behavior analytic skills in all levels of the organization and moves easily up the line to sales leaders, midlevel managers, and on to executives.

Samples of John's consulting engagements include:

- Developing a behavioral coaching model for field representatives and first line managers in a pharmaceutical company.
- Implementing a consequence-based strategic model focused on identifying reinforcers for performers focused on tasks, activities not having a direct link to key business objectives, in an insurance company.
- Working with call centers in health insurance, collections, and sales developing critical behaviors that drive key business results. Designing coaching & reinforcement models to help managers focus on a limited number of priorities for both behavior and results. Helping managers identify those activities/tasks that do not add value to their business goals.

For 15 years prior to working for ADI, John managed sales/service organizations for a fortune 50 company where his key responsibilities included the design of behavioral-based selling models including consequence-based recognition & compensation programs; and new product development. John worked as an internal consultant for the same company for the next five years engaging in balanced scorecard implementation, leadership coaching, and change implementation. John also facilitated work on the subject of diversity as a business strategy. John earned his undergraduate degree from New York University and obtained a Masters degree in Gestalt Organizational Systems and Design from the Gestalt Institute in Cleveland Ohio. John's primary residence is in New Jersey while in the winter he heads to his home on the West Coast of Florida. John is a Certified Pilates Instructor.