



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

David Brownstein is founder of Hollywood Coaching, providing career coaching, leadership coaching, and executive coaching to Hollywood's top professionals. He has coached executives and creatives at major TV and film studios including ABC, NBC, CBS, Fox, Sony, Warner Brothers, and MTV Networks. He has been featured in *The New York Times*, *Movie Maker*, *Men's Health*, *Fitness*, *Awareness* and *Creative Screenwriting* magazines.

Jonathan Handel practices entertainment law at TroyGould in Los Angeles. He was previously Associate Counsel at the Writers Guild of America, and has appeared in the media over 150 separate times regarding the writers negotiations and strike, in outlets including *The New York Times* and *The Wall Street Journal*. He is a graduate of Harvard College and Harvard Law School, and blogs at www.jhandel.com

Patric Verrone is the President of the Writers Guild of America West. His credits as a television writer and producer include *The Larry Sanders Show*, *Futurama*, *The Simpsons*, and more. Patric has won two Emmys and won the 2002 Writers Guild Animation Caucus Lifetime Achievement Award. He is also a member of the California and Florida Bars and has been an adjunct professor of entertainment law at Loyola Law School and UCLA Extension.

Sherri Ziff Lester is a certified life coach of RockYourLifeCoaching, well-known for her work with actors, rock stars, and NBA basketball players. More recently, she did on-the-spot coaching at the celebrity-studded Golden Globes gift lounge. She has been featured in *Elle*, *Ladies' Home Journal Redbook*, *Self*, *The New York Times*, *The New York Post* and others. Sherri has also appeared on *Access Hollywood* and *FOX News*.

Coaching Leadership and Workforces Through a Strike

MONDAY MARCH 3RD, 2008

11AM PT (2 PM ET)

Estimated at costing the local economy more than \$3 billion since it began last November, Hollywood's 100-day strike came to a widely welcomed end on February 12.

After securing several advances for writers, including establishing residuals for writing in new media and on the Internet, the Writers Guild of America members, from both West and East unions, voted overwhelmingly to go back to work. The two unions represent more than 12,000 writers working in film, television, radio and new media.

Largely considered the entertainment industry's most contentious labor dispute in recent history, the WGA strikes offer valuable lessons for other guilds, unions, and other business industries.

This show explores those key lessons and also asks the questions, "What are the rules that come into play when a strike affects business as usual" and "How can professional coaches help leadership and workforces during a strike?"

HIGHLIGHTS

According to the **Bureau of Labor Statistics**, in 2007 there were 21 lock-outs and strikes involving 1,000 or more workers. The largest major work stoppage in total days idle was between the Alliance of Motion Picture and Television Producers and the Writers Guild of America East and West, with 10,500 workers accounting for 409,500 lost workdays.

What questions did the Writers Guild strike raise for the entertainment industry? And what were the leadership lessons learned from the strike?

Most importantly, how were coaches able to help during the Writer's Guild Strike, and what role can coaching play within other strikes as well?

Our panel of experts answer these questions and more.

Highlights of the show include:

- An overview of the Writer's Guild strike from one of its primary leaders, Patric Verrone.
- Why eventually involving studio presidents and other Hollywood executives in the strike was critical.
- What made the Writer's Guild strike different – and why Hollywood is *still* in gridlock mode.
- Why Hollywood is behind in the areas of leadership and employee development.
- How coaches are helping to address some of Hollywood's dysfunctional areas, including leadership and communication.
- How coaches can help clients overcome fear and stay true to themselves during a strike.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"ONE OF THE THINGS THAT DISTINGUISHES HOLLYWOOD FROM OTHER INDUSTRIES IS THAT HOLLYWOOD REALLY HASN'T GOTTEN HIP TO THE IDEA OF DEVELOPING PEOPLE IN THE LONG RUN. FOR EXAMPLE MANY COMPANIES REALIZE THEY NEED TO DEVELOP THEIR LEADERSHIP BENCH. THEY'RE GOING TO HAVE DEVELOP MANAGERS INTO VICE PRESIDENTS AND VICE PRESIDENTS INTO PRESIDENTS. HOLLYWOOD HAS NOT REALLY DONE A LOT OF THAT. SOME PEOPLE GIVE LIP SERVICE TO IT, BUT I THINK BECAUSE THE INDUSTRY HAS BEEN A WORLD OF FREELANCERS, THERE TENDS TO BE AN UNDERLYING FEAR."
DAVID BROWNSTEIN

"THIS IS A VERY UP AND DOWN BUSINESS, AS PEOPLE PROBABLY KNOW. SO TO PROPOSE TURNING THE SYSTEM OF RESIDUALS INTO SOMETHING AKIN TO NET PROFITS, WHICH AGAIN, AS PATRIC SAID ESSENTIALLY MEANS NEXT TO NOTHING IN HOLLYWOOD, WAS MORE THAN AN INVITATION TO STRIKE. IT WAS EXACTLY WHAT A UNION NEEDS TO RALLY ITS MEMBERS TOWARDS A STRIKE."
JONATHAN HANDEL

"A KEY FACTOR IN BRINGING THE STRIKE TO AN END WAS THE INVOLVEMENT OF THE CEOs. WHEN WE WERE BARGAINING FROM JULY THROUGH OCTOBER, WE WERE BARGAINING WITH THE AMPTP, WHICH IS MAINLY COMPOSED OF LABOR VICE PRESIDENTS WHO ARE THERE TO SAY "NO." FOR SEVERAL MONTHS, THE DECISION MAKERS AMONG THE STUDIOS AND NETWORKS—THE CEOs—WERE NOT INTEGRALLY INVOLVED IN THE PROCESS. HAD THE CEOs GOTTEN INVOLVED SOONER, I THINK WE MIGHT HAVE BEEN ABLE TO MAKE THE PROGRESS WE EVENTUALLY MADE EARLIER."
PATRIC VERRONE

"THE STRIKE WAS AN OPPORTUNITY TO STAND BACK WITH A COACH AND ASK QUESTIONS LIKE "WHO AM I? WHAT'S IMPORTANT TO ME? HOW CAN I CONNECT WITH MY FAMILY? WITH MY FRIENDS? WITH MY CREATIVITY? HOW CAN I CREATE SOMETHING NEW?" THAT'S WHERE PERSONAL POWER SHOWED UP. THAT'S WHERE PEOPLE STARTED TO FEEL STRONG AND EXCITED ABOUT THEIR LIFE DURING THE TIME OF THE STRIKE, EVEN THOUGH THEY WISHED IT HADN'T BEEN GOING ON."
SHERRI ZIFF LESTER

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