

NEIL CERBONE BIOGRAPHY



People are talking.

"Mr. Cerbone is a mastermind; he has created a priority system for the masses."

- **Cammie Moree**, Sr. Manager
Corporate Marketing PwC

"Neil's ability to field questions and think on his feet was remarkable. I was impressed with his careful vs. mindful brainstorming responses... brilliant!"

- **Sharon Braun**, VP Learning
Capital One

"I have worked with Neil Cerbone in the capacity of diversity education and change management. His creativity and innovation in this area was outstanding. I would highly recommend him and his firm in any learning capacity; it was a true partnership."

- **Dolores Calicchio**
Chief Human Resources Officer
Bayada Nurses

Neil Cerbone is founder of **NCA (Neil Cerbone Associates)** a consulting firm that has been helping organizations achieve results by improving business practices and employee performance since 1980. Clients include Fortune 500 and Global 1000 companies across a wide variety of industries.

Neil has pioneered a number of catalytic organizational strategies and tactics including priosys[®], a communications tool that enables better communication, with more people, more of the time. It is based on the premise that people manage the demands they are faced with every day differently, depending on their priority systems. A priority system is simply a set of personal values that drive individuals to choose one course of action over another. Priority systems are recognizable and predictable and they can be leveraged to achieve desired outcomes.

Easy to Learn, Hard to Forget

priosys[®] is a practical tool that can be learned quickly and focuses on results. It differs from personality assessments and other psychological models in a number of ways.

- Designed for real life situations; non-academic.
- Externally focused; not a self-evaluation.
- Based on observation and logic; non-subjective.
- Neutralizes all stereotypes.
- Flexible and easy to master in as little as 60 minutes.

Neil has been published in *Fast Company Magazine*, *T&D Magazine*, *Training Magazine* and *American Banker*. He has also authored several case studies for the American Society of Training and Development's (ASTD) case study series of books. Neil has appeared as an expert speaker at dozens of industry conferences, leadership summits, and learning events throughout the world, including guest speaker appearances at PwC, Accenture, NatWest Bank, Johnson & Johnson and JP Morgan Chase. **He is currently the Executive Head of the Customer Experience at The RELATED Companies.**

NCA was named a "Most Valued Partner" by Johnson & Johnson and a "Quality Outsourced Provider" for PNC Bank. They were the first NGLCC certified diverse company invited to join Accenture's Diverse Supplier Development Program and were awarded their Protégé Supplier of the Year Award. As a member of their National Chamber of Commerce, NCA received the NGLCC's Supplier of the Year Award.

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