

“LEAD FROM THE INSIDE-OUT. BRING OTHERS ALONG.”

Keynotes and working sessions on leadership, accountability, and building a business that runs without you.

(916) 922-7766



From Managing Everything to Leading What Matters

Gary B. Henson has spent over 35 years guiding business leaders through growth and transformation, working almost exclusively with organizations of 50 or more employees, where the challenges of scale stop fitting a generic playbook.

Gary's path to founding Gary Henson Group wasn't a straight line, and that's part of what makes his perspective useful to the owners and audiences he works with today. He spent his early career inside operating businesses, not consulting from the sidelines, which meant learning firsthand what it actually takes to keep a company running when the systems aren't there yet and the founder is still holding everything together.

Over three decades, that experience turned into a repeatable approach, tested and refined across hundreds of companies at very different stages of growth. Gary's style on stage is the same as it is in the room with a client: direct without being harsh, and personal without losing rigor. Gary talks about real challenges and blindspots in companies, never taking his eye off the people that make a business great. He is big-hearted, warm and honest and will say uncomfortable things if necessary to help leaders and their people to build a smarter business and live a more fulfilling life.

■ Business & Leadership Conferences

Keynotes for owner and executive audiences.

■ Corporate Off-Sites & Retreats

Working sessions for leadership teams ready to shift how they operate.

■ Industry Associations & Trade Groups

Talks tailored to the specific pressures of that industry's owners.

Scan to Text Gary about your event.



■ **01 | From Manager to Leader: Closing the Gap**

Most business owners were promoted into leadership because they were good at the work, not because they were taught to lead. Gary breaks down the specific shift that separates people who manage tasks from people who build leaders underneath them.

■ **02 | Building High-Performing Teams**

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■ **03 | The Accountability Culture**

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■ **04 | The Owner's Trap: Escaping the Day-to-Day**

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■ **05 | What Separates Owners Who Scale from Owners Who Stall**

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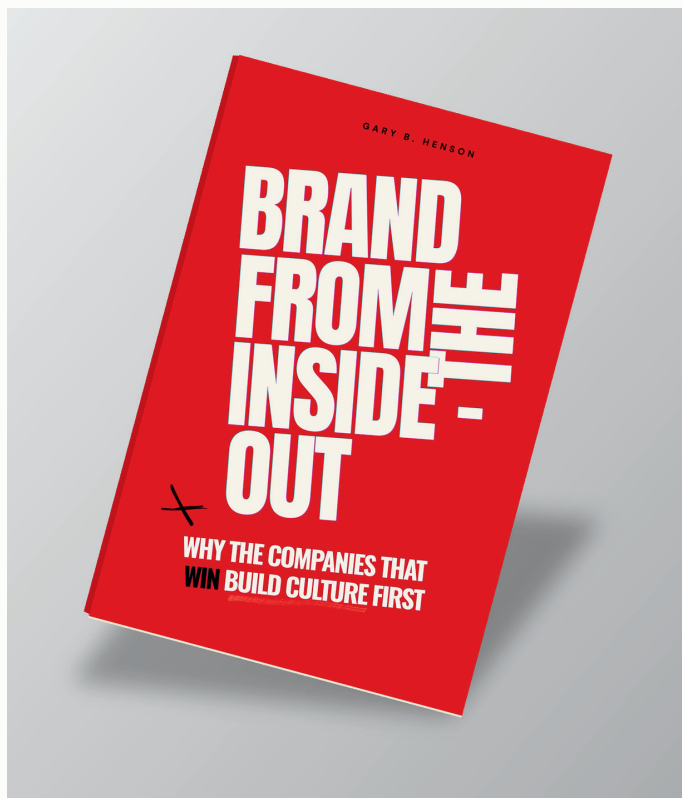
■ **06 | Keeping Score: The Systems Every Business Needs to Grow**

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■ **07 | Inventing Your Future: A Strategic Roadmap for Transformation**

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Brand from the Inside-Out

Why Companies That Win Build Culture First

Method to brand and culture: the companies that outlast their competitors build the culture first and let the brand follow.

“I’ve known Gary Henson for more than 20 years, and this book is exactly how he works in real life. He doesn’t dress up a broken company with a new logo. He goes inside, asks the uncomfortable questions, and rebuilds from the culture out. Gary makes the case better than anyone I’ve read that culture isn’t a department next to your brand. It IS the brand, and your customers feel it before you do. If you’re a founder who suspects the brand on your website doesn’t match the culture your team lives in every day, read this, then call Gary. He’s advised over 500 companies, and it shows on every page.”

— Rob G.

“What stuck with me was the line about a wall that’s earned being proof. I’d never thought about our safety record as a brand asset before, only as a compliance box. Reading this shifted how I talk about our culture to new clients.”

— Jeremy H.

“The distinction that hit me was the difference between building toward a target and building a company that can survive being wrong. I’ve always valued a strong vision, but this book made me see that the plan itself isn’t the real asset -the capacity of the people and culture to recognize change and move with it is. That’s an idea I’ll carry into every strategic conversation from here on.”

— George Watson, Master Business Coach, Reinvention Unlimited.

■ About The Ebook

Most companies treat brand as the last step: a logo and tagline layered onto whatever culture already exists underneath. Gary’s argument runs the other direction — a brand gets built from the inside, in how decisions get made when the owner isn’t in the room, long before it ever reaches a website or an ad. The book walks through his **Inside-Out Method** in the order it has to happen, **Story**, then **Structure**, then **People**, then **Market**, making the case that skipping ahead to marketing before the culture has earned it just means customers find out the truth on their own, and tell each other. Along the way he pulls in outside voices, branding strategists, marketing writers, researchers, who’ve each landed on pieces of the same idea from a different direction. But the spine of it is the same line Gary uses to open every engagement: “You don’t buy a better brand. You build one — from the inside, on purpose.”

[Download the Book \(PDF\)](#)

For you, our new ebook is a gift, but please don’t share this ebook with anyone unless you’re considering bringing Gary in to help your company, because it will soon be available on Amazon. Thanks!

— Gary

