

GREG WITZ

Executive Behavioral Precision Advisor

Executive Coach

Founder & CEO, Witz Education

30+ YEARS CORRECTING EXECUTIVE BEHAVIOR AT THE HIGHEST LEVEL

Trusted by **C-suite executives**, **Fortune 500 leadership teams**, and advisors to **the White House** for over three decades.

When an executive's behavior becomes a performance liability, Greg Witz gets called.

This is not leadership development. This is executive behavioral correction.

THE PROBLEM HE SOLVES

Organizations don't lose performance because of strategy. They lose it because a senior leader is emotionally reactive, authority has turned into volatility, accountability looks like intimidation, and political tension is poisoning every decision in the room.

Left unchecked, these patterns bleed into everything: top talent leaves quietly, executive teams fracture, culture erodes beneath surface-level results, and succession pipelines become fragile. Greg intervenes before those costs compound.

THIS IS NOT TYPICAL COACHING

Greg doesn't ask executives what their goals are and hold their hand through a quarterly check-in. He works with CEOs, founders, and senior leaders who are already high-performing but whose behavior has become a liability. The work is direct, confrontational when it needs to be, and built to shift behavior permanently.

ADVISOR FIRST. COACH SECOND.

As an **Executive Behavioral Precision Advisor**, Greg works at the systemic level: executive alignment under pressure, culture repair at the leadership tier, behavioral risk assessment, and political containment within senior teams.

As an **Executive Coach**, he goes one level deeper: emotional regulation under scrutiny, ego state awareness in decision-making, structured Adult-to-Adult communication, and authority without relational damage.

WHAT CHANGES

Leaders who work with Greg stop managing around their blind spots and start operating with behavioral precision. The reactive patterns that cost organizations their best people, their culture, and their credibility get replaced with something that holds under pressure.

THE MRPI 360™ FRAMEWORK

Powered by behavioral psychology and Transactional Analysis. The proprietary **MRPI 360™ Assessment** reveals how executives actually show up under stress, not how they self-report.

Control → Rigidity Drive → Dominance Care → Over-functioning
Pressure → Volatility

PROGRAMS & INTERVENTIONS

betterLEADER™ | **betterTEAM™**
betterCOMMUNICATION™ | **MRPI 360™ Debriefs**

SPEAKING & INTERVIEW TOPICS

Executive Behavioral Risk Ego vs. Authority

Why Leaders Derail Under Pressure

Transactional Analysis in the C-Suite

Culture Repair at the Top

The Cost of Unchecked Leadership

Adult-to-Adult Communication

BETTERHUMAN PODCAST

Greg hosts the **betterHUMAN Podcast**, featuring founders, athletes, and executives on leadership, behavioral performance, and what it actually takes to operate at the top. Available on YouTube, Apple Podcasts, and Spotify.

Available for **executive coaching**, **keynotes**, **podcasts**, and **interviews**.

He doesn't teach leaders to be nicer. He teaches them to be precise.

EXECUTIVE COACHING | BEHAVIORAL ADVISORY | KEYNOTES | PODCASTS | INTERVIEWS

Web
witzeducation.com

LinkedIn /in/
gregwitz

Instagram
@gmwitz

YouTube
@gregwitz

greg@witzeducation.com