



# Joon S. Han

Joon is the founder of Better San Diego, a strategic alignment company committed to forging a better San Diego one organization at a time. Strategic alignment is the process of consistently achieving customer loyalty through the dynamic combination of a strong and unique strategy, organizational excellence and disciplined leadership. This is accomplished through a special amalgam of the best practices from the consulting and coaching industries.<sup>1</sup> It is his passion to work with leaders to develop and understand solutions so that they “learn how to fish” instead of “just getting a fish for today.”

Joon has been developing leaders for over 17 years and implementing strategic systems thinking since '96. His unique cross-section of industry experience allows him to bring an innovative and time-tested perspective to every results-driven client solution. He is a sought after speaker and has been challenging and inspiring groups since '90. In the end, what gives Joon an absolute rush is helping leaders grow from being busy to very effective.

## Other highlights:

- ✧ Author of:
  - Get Ahead by Giving Back; *How Your Business Will Profit Through Altruism*
  - Smart Person's Guide to Dominating Business Like a Top Secret Agent (eBook)
  - Smart Person's Guide to Balancing Life Like a Pirate (eBook)
  - Our Permission Slip
  - Become a Gazillionaire...when our stuff works for you but stay positive regardless and buy more helpful stuff if you can; *Cut Through the BS and Get Straight to Your Success*
- ✧ Joon also contributes to the 'Small Business Tip of the Week' for the SD Regional Chamber of Commerce as well as pertinent business articles for various publications and radio.

Joon founded Better San Diego ([www.BetterSanDiego.com](http://www.BetterSanDiego.com)) to make a difference in his beloved city and when in his own words “I realized that I don't make a very good employee.” In addition to his specialist duties with Better San Diego he serves as Executive Director for Hope in the City, a non-profit focused on leadership development for the City Heights community ([www.Hope-City.org](http://www.Hope-City.org)); although participation in the education of his children at their musical conservatory usually trumps both obligations. He resides in beautiful San Diego where he graduated from UCSD with a BS in Molecular Biology and met his wife. Joon enjoys the magicianship of Penn & Teller® and his major pet peeve is when folks speak on leadership when they haven't really led anything in their life.

If you want a standard talk that's been done a thousand times before; Joon is not for you! Instead, you can count on him to address current challenges with fresh and relevant thinking and to bring a strategic and innovative focus to your situation.

<sup>1</sup> From consulting- specialized expertise, multi-faceted solutions and intelligent analytics without fostering dependency.  
From coaching- strong developmental processes and behavioral technology bolstered by specific business metrics and goals.