

# UpClose **Chris Alexander**



## **UP CLOSE WITH CHRIS ALEXANDER OF SYNERGY EXECUTIVE TRAINING**

Chris Alexander grew up in Rhodesia, now named Zimbabwe - a small country in Africa. It was a paradise for an “inquisitive, curious, rambunctious youngster.” He was schooled in Rhodesia, South Africa and the USA. He has advanced degrees in organizational behavior and human performance. Alexander immigrated to the USA in 1989 to open up a Synergy Executive Education office in California.

Alexander is the Founder and Owner of Synergy and his first responsibility is to ensure that Synergy operates as a high performance team that “Exceeds Customer Expectations,” that they are authentic - a product of the product they sell. His other major responsibilities include consulting with CEO’s and other senior executives on how to build high performance teams focused on “Exceeding Customer Expectations”. This may include custom designing a new customer driven culture over a number of years or it may be as simple as conducting a series of workshops or giving presentations in one or more of the following areas: leadership, team building, customer service, communication and sales.

Synergy Executive Education started right after the sale of Alexander’s pharmaceutical company to a large multi national. He built his pharmaceutical company through high performance teamwork focused on “Exceeding Customer Expectations” and backed it up with an aggressive and well-trained sales force. “I founded Synergy Executive Education when our success sparked a great deal of interest and I was invited to speak, consult and train various companies throughout the World,” stated Alexander. Synergy offers a powerful combination of world-class business building expertise and executive development programs to help companies successfully build high-performance teams that exceed customer expectations. Synergy Executive Education’s logo is: 1+1=3, and its tag line is: “We Build High-Performance Business Teams Focused on Exceeding Customer Expectations.”

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Outside of his company, Alexander has worked with the John Henry Foundation, an organization that focuses on helping individuals with mental illness. Over a three-year period, he designed and developed “The Meaningful Life Course” - a 13-week program focused on building individual life skills and confidence that helps patients take charge of their lives, manage medication, and maintain a job. He also worked with Working Wardrobes. Since 1990, Working Wardrobes has served more than 30,000 men, women and teens emerging from a life crisis and committed to re-entering the workforce. Currently, he is involved with “Trot”, a non-profit who is dedicated to enriching the lives of children with special needs by using therapeutic, equine programs.

In addition to his involvement in the community, Alexander is the author of “Joy in the Workplace”, “Creating Extraordinary Joy”, “Synergizing Your Business”, “Catch the Wind with Your Wings” and his new book, “The WOW! Factor”

Chris Alexander is married to Maryna, his wife and business partner. They have two sons living in California and have been adopted by two cats. He and his wife have a large extended family in different parts of the world but most of their immediate family now lives in the USA.



From left to right, Ivan (son), Chris, Maryna (wife), Quentin (son)

## What single person/event has had the most influence on your life?

The single person that has had the most influence on my life is my wife Maryna, and the single most important event was the day we got married. She has been the most incredible sensible and realistic source of guidance, advise and support.

## Name a silly fear.

Arachnophobia. Where I grew up in the bush in Africa, we would constantly walk into spider webs, normally large ones with large spiders. I hated it and feared it then and still do now.

## Describe your ideal vacation.

My ideal vacation is an island vacation - beautiful crystal clear blue water, with good snorkeling and scuba diving possibilities, interesting culture and people to have intelligent stimulating conversations with.

## Which industry professional do you most admire?

I have worked closely with a consummate professional who has adapted to change through thick and thin namely, Donna Rowley, V.P. of H.R., Barratt American, Inc.

## Describe a memorable event you remember as a child.

Winning my National Colors for Swimming when I was 12.

Winning the School Writing Competition when I was 14.

Winning the Best Rhythm Guitarist in the National Rock Band Competition when I was 16. ...And I'm still a child.

## What ritual could you never give up?

Drinking tea and respecting myself and others. I will never give up good manners, politeness, courtesy and my love and respect for nature.

## Name something stupid you did in your past.

Being in such a hurry to do something that I left my car in neutral on an incline and it rolled away with me running after it.

## If you could play a musical instrument, which would it be?

I play guitar and drums very well, but I would like to play the piano better.

## Name something secret that you keep in your desk drawer.

I'm not telling - it's a secret!

## What's your personal motto?

I have a few that I like and often use. My favorite right now is: You'll be amazed at what can be achieved if nobody cares who gets the credit.