



Alan Feirer | Long Bio

Alan Feirer is a keynote speaker, leadership trainer, and author who helps people create meaningful impact through everyday actions. As founder of Group Dynamic, he works with organizations of all sizes across education, manufacturing, health care, agriculture, construction, and the nonprofit and corporate sectors.

Alan began his career in secondary education in 1991, building strong programs and developing a lasting interest in how people lead, communicate, and work together. He established Group Dynamic as a leadership training business that initially served schools, then expanded into businesses and organizations before becoming his full-time work in 2010.

Today, Alan helps leaders and team members strengthen relationships, contribute with purpose, and create workplaces where people feel valued, connected, and motivated. His keynotes combine practical ideas, relatable stories, genuine warmth, and an energizing sense of possibility. He believes people do their best work when they know they matter and understand how their choices affect those around them. Audiences leave with more than inspiration. They gain clear, usable ways to make a positive difference in the everyday moments that shape workplace culture.

Alan holds a master's degree in education and is the author of *Leadership in Action: Eight Virtues*. He is also an Everything DiSC® and Five Behaviors® Authorized Partner, a Certified Multipliers™ Coach, and co-host of the Music Ed Insights podcast. He has been active in professional organizations including ATD Central Iowa, where he served as president, the Des Moines Chamber of Commerce, and Central Iowa SHRM.

Alan lives in Des Moines, Iowa, with his wife, Julie. Away from the stage, he is a runner, tennis player, competitive Scrabble enthusiast, lifelong Disney fan, and seeker of great local restaurants. He and Julie also enjoy traveling together, especially when the itinerary includes a remote hiking adventure. They enjoy time with their adult daughter, Mara.