

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.² 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 19 years and implementing strategic systems thinking since '96. He has served leading organizations ranging from Fortune 20, world-class universities, Inc 500 and innovative internet retail, international collegiate leadership groups, top-notch tech, regional non-profits and even the restaurant and small business just down your street. This 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.

He is also the author of the upcoming book, *Get Ahead by Giving Back* and the creator and lead instructor of *The Magic Biz Box™*, the in-demand, on-demand course for small business leaders. Joon also contributes pertinent business articles for various publications and radio.

Joon founded Better San Diego 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 President for Hope in the City, a non-profit focused on leadership development and systemic solutions for the City Heights community; although participation in the education of his children routinely 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 magicanship of Penn & Teller® and his two major pet peeves are when people say “could care less” instead of “couldn’t care less” and when folks speak on leadership when they haven’t really led anything in their life.

You can count on Joon to address current challenges with fresh and relevant thinking and to bring a strategic and innovative focus to your situation.

¹ 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.

² Lockheed Martin, Stanford Department of Medicine, U C San Diego, Chapman University, University of San Diego, Kind Excellence Institute, Shoe Metro, InterVarsity Christian Fellowship-USA, Student Venture, Bytes, Inc, Delicious Design, Union of Pan Asian Communities, San Diego Asian Film Foundation, Mabuhay Alliance and Magnolia’s Authentic Southern Dining.

What others are saying about Joon S. Han...

"I made more progress in one month working with Joon than I have in an entire year with other experts."

"Sometimes you have to pay thousands on your way to find the right person that will help you pin point what has to be done for your individual business, someone who could filter through oceans of knowledge and just get to the point. I made more progress in one month working with Joon than I have in an entire year with other experts. He is one of a kind."
- Reut Schwartz-Hebron *President, KindExcellence Institute*

"They really felt like you got them to think about life because of your own outlook on life. Thanks for doing me proud."

"I have received many other positive comments verbally about the retreat with special mention of your skills as a presenter/facilitator. Of particularly noteworthy attention is some of the individuals who commented are folks I expected the harshest criticisms! They really felt like you got them to think about life because of your own outlook on life. Thanks for doing me proud."
- Elaine Kok, MPH *Division Manager, Stanford Department of Medicine*

"His methods gave me the confidence to go out in the field and make my hobby grow into a business."

"One year ago I was working for "the man" doing the 9-5 thing. When I met Joon, that all changed. His methods gave me the confidence to go out in the field and make my hobby grow into a business. He has clear ideas of how business works and has been able to get it down to a science and an art. Within months of working with Joon, he has helped me grow my business to bring in over twice the amount I was getting paid at my regular job. Thanks to Joon I can take on bigger, more ambitious challenges."
- Timothy Barnes *President, DeliciousDesign.net*

"Joon has been an EXCELLENT resource for providing a deep insight into my business strategies and planning."

"Joon has been an EXCELLENT resource for providing a deep insight into my business strategies and planning. His methods, tools and dedicated service has provided tremendous benefits to the growth of my organization. He is very diligent and sensitive about his customer's needs. A great resource for business strategy, personal growth and overall success planning and motivation! I strongly recommend Joon for any business related consulting."
- Sanjiv Prabhakaran *President & CEO, Bytes Inc*

"Joon excels at breaking down complex issues into easy to grasp concepts and examples"

"Joon Han has been a guest speaker to my classes in Entrepreneurship and the USD Entrepreneurship Club, and he's served as a mentor and judge for our Business Plan Competition. Joon excels at breaking down complex issues into easy to grasp concepts and examples, and his mentoring / consulting style is based on collaborating with you to find the solutions that make the most sense for your company (versus the latest in vogue consulting tactic or strategy). If you are looking for someone who'll be blunt with you but also your strongest advocate, I encourage to give Joon a call."
- Helder Sebastiao, *Asst Professor of Management, University of San Diego*

What graduates of The Magic Biz Box™ are saying...

"We have already won two major new clients"

"I recommend Joon Han's business course to anyone with serious aspirations for business growth. Joon's style is engaging and thought provoking. I gained a number of new perspectives including an improved customer loyalty survey, a much better definition of the exit strategy for our business, and new ideas for strategic alignments. In addition, the exercises we did during the business planning process generated materials that we now use in new business presentations and we have already won two major new clients."
- Lynn Nye, PhD, *President, Medical Minds*

**"All of this has resulted in me being able to take a well deserved vacation to Kauai...
and it feels good to know that the office will run itself"**

"I wanted to Thank You for the advice both now and in the class last year. I also wanted to let you know that I have been implementing many of the tools that I learned from you. Let's just say that I have made a process for everything. The office is running smoother, it is easier to train new hires and production has increased. This has resulted in reduced payroll. Right now I am preparing the company for the next wave. I am confident that we will be ready and everyone will be well trained. All of this has resulted in me being able to take a well deserved vacation to Kauai. I leave the day after tomorrow and it feels good to know that the office will run itself. It will make the vacation more enjoyable. Once again, sincere Thanks!"
- Roger Ramirez, *Office Manager, Apartment Finders*

"Joon's course drove home a lot of the fundamentals that really drive businesses"

"This course gives motivated business owners an extra edge that helps add value to our customers and positions us to better compete in the market place. As you know, Joon is a very knowledgeable and well connected professional. He brings his own brand of "down to earth" approaches to trouble-shooting common business challenges. While my finance degree from the University of Virginia provided me with excellent business cases and cutting edge theory, Joon's course drove home a lot of the fundamentals that really drive businesses."
- TC Chesser, *President, Armor-Tek Coatings*

"Joon provided real-word examples that made the material easy to digest and even simpler to apply to our business."

"Joon's business course was extremely valuable for me. I attended every session and completed each week's assignment. The result was a comprehensive binder, detailing our company's entire business processes, broken down by each department. This will save us a tremendous amount of time training new employees and tracking their progress. Joon provided real-word examples that made the material easy to digest and even simpler to apply to our business. I would recommend Joon and his course to anyone that is starting out or has hit a wall in growing their business."
- Juliana Gulitz *Chief Operating Officer, Marketing Pro Consulting*

"His easy-going style made it fun, but his knowledge made it a great, in depth learning experience."

"Joon is a great teacher! We took courses on Business Management from him. His easy-going style made it fun, but his knowledge made it a great, in depth learning experience. I would strongly recommend him as a business consultant."
- Brian Ferguson *Owner, Ferguson McClure and Associates*

"I also appreciate that he values his family and works hard so he has time to spend with them."

"Meeting on a regular basis with Joon has brought tangible benefits to our company. We are currently working through the goal planning processes which he taught us about. Our company now has a specific mission with clearly defined goals to reach along the way. Joon is well read and has a wealth of experience to draw upon. I also appreciate that he values his family and works hard so he has time to spend with them."
- Forest Baker *Owner, SDTEK*

"Mr. Han provides the small business owner a road map toward improvement in all major aspects of day to day operations."

"Mr. Han brings a unique perspective to his pedagogy not normally found in a business survey course. Possessing a keen ability to distill high concepts into easily understood language, Mr. Han provides the small business owner a road map toward improvement in all major aspects of day to day operations. While Mr. Han's unabashed style is not for the timid, in him you will find a willing partner to tackle your largest business problems"
- Charlie Upham *Vice President, EGO Id*