

Aviad Goz

Bio

Aviad Goz is the creator of the NEWS Compass® and a globally recognized pioneer in leadership and organizational navigation.



His passion is creating deep and practical models and frameworks for personal and organizational development. For more than four decades, he has guided executives worldwide to align strategy, values, execution and overcome limitations. His specialty is navigating in times of change and uncertainty.

Aviad began his career as a trainer and coach in 1986. He has degrees in life science, neurobiology and motivation. He has since worked with managers and executives in more than 2,200 organizations across the globe, ranging from tiny start ups all the way to Fortune 100 companies such as Microsoft, Intel, Cisco, IBM, GE, HP, Pfizer, P&G, and Coca-Cola, among many others.

Throughout his work, Aviad observed a recurring challenge: individuals and organizations often get stuck in trying to navigate critical crossroads. He identified four core reasons why progress stalled - lack of clear direction, strategy and vision, diminished motivation and drive, weak planning and execution, and deep-seated limiting beliefs and fears that held people back from pursuing their goals.

This insight led Aviad to envision and create the NEWS Compass® in 2003. Following extensive research, he designed a unique, compass-based framework that enables leaders and organizations to clearly identify obstacles and implement practical, effective solutions. The NEWS Compass® integrates direction (North), culture (East), barriers and beliefs (South), and execution (West) into a single, cohesive system for navigating growth and change. It is used for navigating self, teams, organizations and even countries.

Since founding N.E.W.S.® Navigation in 2006, Aviad has continued to expand the framework into a suite of 15 customizable programs and solutions, each tailored to specific leadership and organizational challenges. They include Executive coaching methodology, navigation and transformation facilitation and leadership development training.

Today, these programs are used in more than 40 countries worldwide.

Alongside his consulting and coaching work, Aviad has authored 12 books and numerous articles on personal and organizational development, published in HR, OD, and medical journals. His most recent book, *Navigation in Times of Change: The N.E.W.S.® Navigation Journey*, was published in 2020. Over the years, he has trained generations of trainers and coaches globally, helping millions of people lead more productive, meaningful, and fulfilling lives.

His latest innovation, Aviad Goz AI Coach, brings decades of leadership wisdom into the flow of modern leadership, bridging human insight with today's evolving realities.