

# Aviad Goz

## Intro

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



For more than four decades, he has guided leaders and organizations around the world through complexity, change, and uncertainty - helping them align strategy, values, and execution.

Beginning his career as a trainer and coach in 1986, Aviad has worked with executives in over 2,200 organizations across more than 40 countries, from early-stage startups to Fortune 100 companies, including Microsoft, Intel, Cisco, IBM, GE, HP, Pfizer, P&G, and Coca-Cola.

Through his work, Aviad identified a recurring challenge: people and organizations often get stuck at critical crossroads. This insight led him to create the NEWS Compass® - a practical, compass-based framework that integrates direction, culture, beliefs, and execution into one clear system for navigating growth and transformation.

He is the founder of N.E.W.S.® Navigation, the author of 12 books, a trainer of generations of coaches and facilitators worldwide, and the creator of the Aviad Goz AI Coach, bringing decades of leadership wisdom into today's AI-driven reality.