



Cali Williams Yost  
CEO and Founder  
Flex+Strategy Group

Known as “one of the most sophisticated thinkers” on the transformation of work, Cali Williams Yost is a pioneering change strategist, researcher, author, speaker and founder of the Flex+Strategy Group.

For more than two decades, Yost has inspired leaders to unlock new levels of business performance and employee satisfaction by harnessing change and transforming how, when and where work is done. FSG’s proprietary, process-based framework of innovative beliefs, skills and tools builds a culture that attracts and retains an engaged, diverse workforce; increases productivity, innovation, and cost savings; and enhances employee happiness and well-being. Clients have included Con Edison, Memorial Sloan Kettering, Quest Diagnostics, BDO USA, NIH, the Singapore Government, the United Nations and Stanford University.

A former commercial banker, Yost is an honors graduate of Columbia Business School and noted as an alumnus “Changing the World.” In 2018, Yost was named one of the global management thinkers “on the radar” by Thinkers50, and she has been cited as one of Forbes’s 40 Women to Watch Over 40. She is also an expert on how to transform your personal work+life “fit” a concept she coined and codified in the empowering book, *Tweak It: Make What Matters to You Happen Every Day*, (Center Street/Hachette, 2013), and the critically-acclaimed, *Work+Life: Finding the Fit That’s Right for You* (Riverhead/Penguin Group, 2004).

Frequently asked to provide media insight, Yost’s perspectives have been featured in The New York Times Magazine, Wall Street Journal and USA Today. She’s appeared multiple times on The Today Show including Maria Shriver’s “Doing it All” series and has been a guest on CNBC, Bloomberg TV and NPR. Yost has also been named one of Mashable’s top career experts on Twitter and has been awarded “Best of the Web” distinctions by Forbes.com.

She lives in New Jersey with her husband, two daughters, and a rescue “puggle” where she enjoys long walks, yoga, dance, reading and travel.