



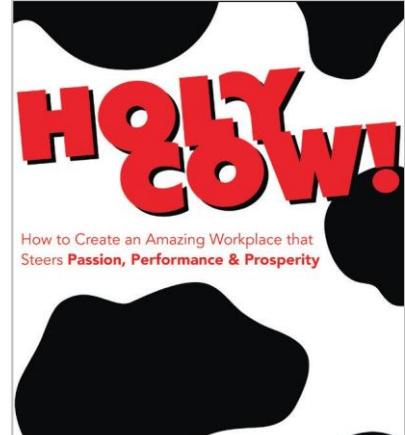
**BUILD AN  
ENGAGING,  
*high-performing*  
WORKFORCE.**

*Tracy's Signature Presentation*

## HOLY COW!®

*How to Create an Amazing Workplace That Steers  
Passion, Performance & Prosperity*

Do employees bring passion, commitment and skills to work every day? Do leaders inspire teams to collaborate better and perform higher? Discover how to create an amazing culture—where people feel empowered to do their best work, trust and respect their leaders, and willingly perform in highly effective ways. Attract the best talent and select the right individuals to inspire and lead productive teams. Alter workplace behaviors and performance—where negative conflict is controlled, accountability grows and results are achieved. Inspire change in dysfunctional silos and start influencing a transformation of your culture to win in the workplace and prosper in the marketplace.



❖ Attract the best talent using attributes they target, select the right individuals to inspire and lead teams, and invest in growth experiences that enhance ability.

❖ Foster engagement and productivity by controlling conflict while cultivating accountability with less excuses, committing to aligned goals, and achieving results.

❖ Appreciate and celebrate behaviors you desire while influencing attitudes and collaboration—transforming your culture into one with higher morale, lower turnover, enhanced communication, deeper commitment and a stronger bottom line.

*“When looking for an **engaging and powerful speaker**, look no further than Tracy Butz. You will be impressed with her passion, spirit and boundless energy. Tracy truly understands how to connect with an audience, share poignant and relevant stories, and **masterfully deliver her message to influence positive change**. If you need an inspirational, interactive and impactful speaker to partner with for your next event, I highly encourage you to select Tracy!”*

**Chief Learning Officer,  
Signature HealthCARE**

# ADDITIONAL KEYNOTE PRESENTATIONS

## POSITIVE MINDSET



### Transform Your Life and Work by Changing Your Mindset and

**A**re you facing a behavior change you know you need to make, or trying relentlessly to persuade a colleague or friend to alter a negative behavior that is holding him/her back? Discover the secret of how to control emotional reactions to positively influence choices for yourself and in others. Encourage differing points of view, enhanced communication, fewer excuses and greater accountability. Develop impactful keystone habits that create a positive domino effect—individually, within teams, and across your organization—fueling breakthrough performance and higher productivity. Discover and apply The One Choice Rule: *One choice can change everything.*

#### KEY TAKEAWAYS...

- ❖ Foster engagement and productivity through powerful keystone habits—leading to greater unintended outcomes.
- ❖ Control emotional reactions through differing viewpoints, enhanced communication and greater accountability.
- ❖ Positively influence mindset, choices and behavior change for yourself and others.

## STRESS MANAGEMENT



### Avoid Losing It. Fly Through It.

In this hectic and chaotic world, we constantly face turbulent circumstances and feel out of control. The undeniable daily demands on our time and attention can leave us feeling overworked, overwhelmed and over-committed. Instead, choose to become the pilot in your life and *Tame the Turbulence!* Discover how to proactively prevent, reduce and cope with stress effectively—allowing for a more focused, healthier, happier and productive life—both professionally and personally. Rather than reacting to crisis after crisis, learn skillful strategies to stress less and achieve more.

#### KEY TAKEAWAYS...

- ❖ Identify triggers that cause negative stress and take steps to prevent or reduce them.
- ❖ Minimize interruptions and distractions, set boundaries with others, and overcome the habit of procrastination.
- ❖ Enhance your ability to adapt to adversity or stress by practicing and modeling resilience.

## EMPOWERMENT



### Dream It. Plan It. Live It.

In a world that expects so much of us where we are often times blind to who we are and what we really need, how can we design our lives to feel happy, engaged, and fulfilled? Start by believing in yourself and in your passions, understanding how you envision your life. Next, create a plan that is aligned with your dreams, focusing on accomplishing those goals that are of greatest value to you. Lastly, choose to live your life to the fullest, with countless moments that are meaningful, extraordinary and memorable. Don't allow others to let life happen to you by default. Design your life to fit you, just like... *The Perfect Pair of Jeans*.

#### KEY TAKEAWAY...

- ❖ Choose to live your life on purpose and in your way. Don't let others sketch your plan or let life happen to you by default. Be the architect for your life. Design it to fit you, just like... *the perfect pair of jeans* we all desire.

**"TRACY IS BLESSED TO HAVE TAPPED INTO HER GOD-GIVEN TALENT AS A SPEAKER!"**

— Executive VP, Finance & HR, Safeworks Illinois

# BREAKOUT SESSION & WORKSHOP TOPICS

## COMMUNICATION



### *Project Authority, Influence and Confidence*

**S**peaking skillfully conveys authority, influence and success! Unfortunately, having the courage to stand before an audience to communicate expertise and/or relevant information is considered *the greatest fear*—eliciting one missed opportunity after another. Discover expert techniques of polished speakers and presenters that will help calm your nerves and allow you to articulate your message with greater poise. Learn how to structure your content for enhanced memorability, captivate your audience with examples and stories for greater impact, and transform your style and professional presence from dull to dynamic!

#### **LEARNING OUTCOMES...**

- ❖ *Plan content into an organized format—making your message impactful and memorable.*
- ❖ *Go from “dull” to “dynamic” by focusing on professional presence, cues to avoid, engagement strategies, plus so much more!*
- ❖ *Captivate your audience while conveying confidence and expertise with poise and polish.*

## LEADING CHANGE



### *Weaken Resistance. Protect Productivity. Drive Positive Outcomes.*

**L**eading change efforts in the workplace can be daunting and difficult. And even with the best intentions, 70 percent of organizational change initiatives fail. Worse yet, the need to lead change is growing, but the ability to do it is shrinking. Instead of your next change effort exerting a heavy toll—both human and economic—discover how to influence a positive transformation in your organization. Apply an intentional approach with results-focused strategies to lead change toward a positive future, rather than merely avoiding a negative one.

#### **LEARNING OUTCOMES...**

- ❖ *Manage predictable dynamics of change while fostering engagement, despite distractions that derail communication, accountability and productivity.*
- ❖ *Model behaviors to preserve trust, commitment, morale and teamwork—inspiring teams to overcome resistance while protecting performance.*
- ❖ *Determine the financial impact of your change and accelerate it to decrease the negative impact and achieve positive outcomes.*

## MANAGING EMOTIONS



### *Control Emotions to Positively Influence Actions and Performance*

**I**magine if you couldn't understand when a colleague was angry, your supervisor was frustrated, or a friend was feeling sad. The ability to understand, interpret, and respond to the emotions of others has a crucial impact on professional and personal success. Discover how achieving a greater understanding of and better managing our own emotions—while influencing those of others—can significantly enhance performance, build stronger relationships, and achieve higher levels of success for yourself and your organization.

#### **LEARNING OUTCOMES...**

- ❖ *Discover four core abilities that determine one's level of emotional intelligence and the impact it has on performance in the workplace.*
- ❖ *Better control emotions that have a negative impact on your decision-making ability and behavior.*
- ❖ *Develop your emotional intelligence to perform at a higher level, increase self-confidence, and build stronger, more collaborative relationships.*

# ABOUT TRACY

## THE SPEAKER

TRACY BUTZ is the infusion of an engaging, powerful and poignant speaker who masterfully influences positive behavior change. She proudly holds the designation of Certified Speaking Professional® (CSP), which is the highest honor in her profession, held by only 12 percent of speakers worldwide. Her experience includes serving as a former director of learning and development where she was accountable for talent management and employee development, and parlayed her career to become a thought leader and one of the most sought after speakers on workplace culture.

As she captivates and inspires audiences, Tracy brings more than 20 years of speaking experience from both large- and small-size audiences, including the U.S. Army, Motorola, US Bank, SHRM, Plexus, NAMIC and Subway, just to name a few.

Tracy is truly committed to helping you energize workplace culture, enhance employee engagement, and empower high performance.



## THE AUTHOR

In addition to her successful speaking career, Tracy is a prolific and best-selling author—with her fifth book recently published. She loves to immerse readers with compelling content, powerful stories and vivid examples. Tracy's five esteemed books include:

- *HOLY COW! How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity*
- *The One Choice Rule: Transform Your Life and Work by Changing Your Mindset and Behavior*
- *Tame the Turbulence! Avoid Losing It. Fly Through It.*
- *The Perfect Pair of Jeans: Design Your Life to Fit You. Dream it. Plan it. Live it.*
- *Conscious Choices: 10 Powerful Strategies to Grab Control and Transform Your Life*

When looking for a dynamic speaker who understands client's needs, delivers on her promises, and drives energy and success to your event, Tracy Butz is your solution.

## CLIENTS BY INDUSTRY

(Partial List)

### Associations

Association of Information Technology Professionals  
Association for Legal Administrators  
Association for Talent Development  
International Association for Insurance Professionals  
National Association of Bar Related Insurance

### Colleges/Universities

Colorado University  
Montclair State University  
Northeast Iowa Community College  
St. Norbert College  
Viterbo University

### Financial

Associated Bank  
CNO Financial Group  
ING Direct  
S&T Bank  
US Bank

### Fortune 500

Auto-Owners Insurance  
Honeywell  
Kimberly-Clark Corporation  
Motorola  
Plexus Corporation

### Human Resources

American Staffing Association  
Santa Barbara Human Resource Association  
Society of Human Resource Mgmt. – National Convention  
SEEK Careers/Staffing, Inc.

### Insurance

Gen Re, A Berkshire Hathaway Company  
GeoVera Holdings, Inc.  
Insurance Accounting & Systems Association  
National Association for Mutual Insurance Cos.  
NSM Insurance Group

### Manufacturing

Bemis Company, Inc.  
Great Northern Corporation  
McCain Foods Limited  
Miles Kimball  
Waukesha Engine

### Medical

Dermatology Associates  
Green Bay Oncology  
Richland Hospital  
United Health Group  
Unity Point Healthcare

### Non-Profit/Community Service

Altrusa International  
Association of Volunteer Managers  
County Rescue Services/Eagle III  
Green Bay Botanical Garden  
Northwest Connection Family Resources

### Retail/Grocery

Festival Foods  
L'BRI PURE n' NATURAL  
Shopko Stores  
Subway Restaurants  
The Store

### Service

4imprint  
Chicago History Museum  
EAA  
Riiser Energy  
United States Army

### Women's Groups

American Society for Administrative Professionals  
Global Women in Technology  
Professional Women's Club of Chicago  
Women in Management  
Women's Leadership Network

Tracy  Butz