



Tracy Butz presents

THE ONE CHOICE RULE:

Transform Your Life and Work by Changing Your Mindset and Behavior

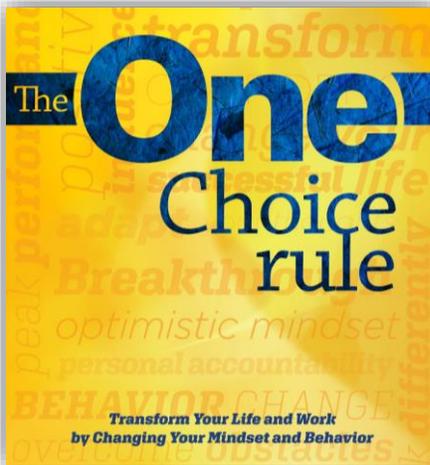
THE SPEAKER

Tracy Butz is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynotes messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional® (CSP), Tracy holds the highest honor in the speaking profession, held by on 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

THE AUTHOR

As a best-selling author, Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her five captivating books—*The Perfect Pair of Jeans*, *Tame the Turbulence*, *Conscious Choices*, *HOLY COW!* and her brand new one—*The One Choice Rule*. In addition to writing books, Tracy frequently shares her insight through her monthly ezine, popular social media platforms, and her blog.



THE MESSAGE

This life-altering keynote is filled with groundbreaking insights and a tool for action to help you transform your life and achieve greater success. Tracy will share the secret of how to adapt thoughts and interpretations, change behavior, bring out the best in your team and yourself, and create the results that we covet at work and in life. Walk away with tools that will help you feel inspired, empowered, and able to take action. Choose to be more successful. Choose to be a better you.

Choose to transform your life. The One Choice Rule: *One choice can change everything.*

KEY TAKEAWAYS:

- Develop powerful habits that create a positive domino effect in your life.
- Alter your mindset to propel greater success and happiness, while fostering strength through setbacks.
- Discover the secret of how to control emotional reactions and empower personal accountability.
- Influence choices and positive behavior change in others to fuel breakthrough performance and achieve higher levels of productivity.
- Transform your life and work by taking purposeful action to change behaviors you want to make, as well as those you know you should make.