



*Tracy Stock presents*

## CREATE A CUTTING-EDGE CULTURE:

**Energized. Engaged. Empowered.**

### THE SPEAKER

**Tracy Stock** is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 25 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her engaging keynote messages and interactive workshops—offered both in-person and virtual.

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—*HOLY COW!*, *The One Choice Rule*, *Tame the Turbulence*, *The Perfect Pair of Jeans*, and *Conscious Choices*. In addition to writing books, Tracy frequently shares her insight through her monthly newsletter, popular social media platforms, and her blog.



### THE MESSAGE

Do employees bring passion, commitment, and skills to work every day? Do your leaders inspire teams to collaborate better and perform higher? Create a cutting-edge culture—where people feel empowered to do their best work, trust and respect their leaders, and willingly collaborate and perform in highly effective ways. Attract and promote the best talent to inspire and lead productive teams. Inspire change and alter workplace behaviors and performance—

where negative conflict is controlled, accountability grows and results are achieved. Influence a transformation of your culture to win in the workplace and prosper in the marketplace.

#### KEY TAKEAWAYS:

- 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 and positively influence attitudes and collaboration—transforming your culture into one with higher morale, lower turnover, enhanced communication, deeper commitment and a stronger bottom line.