KEYNOTE, VIRTUAL KEYNOTE, AND WORKSHOP TOPICS

with Traci Fenton
Founder and CEO of WorldBlu
Author of Freedom at Work
WHAT IS WORLDBLU?

WORLDBLU, FOUNDED IN 1997, IS A TOP GLOBAL LEADERSHIP COMPANY FOR CEOs AND LEADERS TEACHING THEM HOW TO BUILD, SCALE, AND LEAD ORGANIZATIONS USING THE PROVEN FREEDOM AT WORK™ LEADERSHIP MODEL, WITH CLIENTS IN 100 COUNTRIES REPRESENTING OVER $30 BILLION IN ANNUAL REVENUE.
OUR AWARDS AND GLOBAL RECOGNITION
ABOUT TRACI FENTON

- Traci is the Founder + CEO of WorldBlu, a top global leadership education company. Traci and her team have spent more than 25 years coaching hundreds of top CEOs and their teams around the world, at companies such as WD-40, Zappos, Mindvalley, Groupon, Hulu, Widen, Menlo Innovations, DaVita, and more, representing millions of employees and over $30 billion in annual revenue.


- Traci has spoken at hundreds of events and conferences at venues including Harvard, Yale, Yahoo! the US Naval Academy, South by Southwest, and more.
About Traci Fenton

- Traci is a “Thinkers50 Radar” award winner, received the Game Changer award for “Outstanding Results in Shaping the World,” was named a “World-Changing Woman in Conscious Business,” has been recognized in Inc. magazine as a “Top 50 Leadership Thinker,” and is recognized as a Marshall Goldsmith “Top 100 Coach” in the world.

- Traci and her team’s work has been featured in Fortune, Forbes, Fast Company, the Wall Street Journal, the Christian Science Monitor, the New York Times, Inc., BusinessWeek, Entrepreneur and dozens of other media outlets around the world as well as in over three dozen books.
**The Book**

**Rewriting the Rules of Leadership**

*Freedom at Work* is the revolutionary guide that will help make any organization high-performing and highly profitable, while creating a culture people love with freedom over fear.

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**Tina**

★★★★★

Excellent book on building a democratic work place! I LOVE IT!!

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**Anna B**

★★★★★

Timely for the world, business, and individuals.

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**Chris Widner**

★★★★★

Impactful and practical. Get it for yourself and your leadership team.

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**Dlynn**

★★★★☆

Game changing book!

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**Tori**

★★★★☆

A practical and inspiring read that's hard to put down

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**Michael**

★★★★☆

The Future of Work!
“This powerful and engaging book lays out how we can actually bring the ideals of democracy to our workplaces—and why everyone from CEOs to workers to communities stand to benefit.”
—Daniel H. Pink, #1 New York Times bestselling author of When, and Drive

“If you’re not leading with freedom, you’re leading with fear. We believe in the principles of Freedom at Work [which] has helped us maintain our employee engagement of 93% and both grow our revenue and deliver value to our stakeholders.”
—Garry Ridge, Chairman Emeritus of WD-40 Company

“The brilliant Traci Fenton taps into a concept that is missing today. Embracing freedom in the workplace won’t just benefit your organization at every level, it will promote an important precedent that lets all individuals shine.”
—Jamie Naughton Henriod, Former Chief of Staff, Zappos
WHO IS THIS FOR?

Traci’s 1-2 hour presentations are designed for:

» CEOs and executive leaders

» Teams

» Company-wide events
KEYNOTES AND WORKSHOP PRESENTATIONS CAN INCLUDE:

- Eye-opening assessments
- Meaningful breakout discussions
- Inspirational guest speakers
- Practical tools and worksheets
- Transformational books
- Interactive Q&A
TRANSFORMATIONAL BENEFITS

Traci’s keynotes and workshops are dynamic, interactive, inspirational, and paradigm-changing, giving participants a profound and transformational experience.
FREEDOM AT WORK TOPICS
KEYNOTE TOPICS ON
FREEDOM AT WORK

Freedom at Work: The Unconventional Pathway to Building a High Performing and Resilient Company in Good Times and Bad

The Great Turnaround: 3 Surprising Steps to Transforming Your Company from Blah to Breakthrough

Wow, I Want to Work There! Stories of the World’s Most Freedom-Centered Companies

We’re in a War: The 3 Surprising Things You Must Do to Win Without Killing Your Company (and Morale!) in the Process
FREEDOM-CENTERED MINDSET TOPICS
KEYNOTE TOPICS ON MINDSET

› Your Unstoppable Mindset: 5 Steps to Breaking Through Fear, Stress, and Anxiety to Lead Yourself and Others to Breakthrough Success in Hard Times

› The Inner Game of Leadership: 5 Steps to Mastering Fear to Become the Leader You Were Meant to Be

› The Winner’s Mindset: 5 Steps to Cultivating a Top Leadership Mindset
FREEDOM-CENTERED LEADERSHIP TOPICS
KEYNOTE TOPICS ON LEADERSHIP

- Freedom-Centered Leadership: The 3 Unconventional Leadership Attributes to Inspiring Greatness in Yourself and Your Team
- The Future of Leadership: 3 Steps to Shifting From Hierarchical to Democratic Leadership for Breakthrough Success
- Unleash your Power Within: 5 Steps to Leading with Power, Not Force,
Keynote topics on leadership

Claiming Your Worth: How Your Level of Self-Worth Massively Impacts the Way You Lead and What to Do About It

Leading With ‘Ubuntu’: The Secret to Building the World’s Top Performing Teams

You Aren’t Listening: The 4 Listening Levels That Will Transform You and Your Team
Future-Ready Your Leadership: 3 Things You Must Do as a Leader to Succeed in a Rapidly Changing World

Leading Through Change: 3 Steps to Keeping People Inspired, Engaged, and Motivated in Challenging Times

Leading with Accountability: 5 Steps to Increasing Accountability to Help Your Team (Finally!) Hit its Goals
KEYNOTE TOPICS ON LEADERSHIP

Leading with Transparency: 5 Steps to Increasing Transparency to Boost Engagement and Trust

Power to Your People: 5 Steps to Decentralizing Leadership to Accelerate Growth

Leading With Purpose: Why Having a Clear Purpose and Vision (not Mission!) Is Critical to Engagement and Alignment
Freedom-Centered Design: 10 Principles for Developing a Scalable and High-Performing Culture

Your Workplace Culture Sucks and How to Fix It: 3 Surprising, Yet Proven Steps to Getting a Better Culture Fast

How to Build a Culture Everyone Loves: Why the Secret to the World's Most Admired Workplaces Starts with Democracy, Not Dictatorship

Keynote topics on Culture:

- Fairness and Dignity
- Integrity
- Dialogue and Listening
- Transparency
- Individual and Collective Voice
- Reflection and Evaluation
- Purpose
KEYNOTE TOPICS ON CULTURE

- The Great Resignation: How to Design a Culture Everyone Loves and No One Wants to Leave
- Finding Success in an Uncertain World: 3 Surprising Steps to Building a High-Performing Hybrid, Virtual, or In-Person Culture
- Keep Making Money in Hard Times: The Unconventional Way to Set Up Your Culture So You Still Succeed in Challenging Times
How to Make Winning Decisions: 5 Steps to Breakthrough Decision-Making to Get Unstuck and Moving Forward

You’re Not Hiring Right: 3 Steps to Rethinking How to Hire in a Way that Eliminates the Drama and Builds a Dream Team

Can Your Culture Do That? Your Workplace Culture Isn’t as Good as You Think and What to Do About It
Your Bonus System is Broken: Surprising Ways to Rethink Bonuses So Everyone Feels Treated Fairly and Wins

The Future of Work is Freedom-Centered: How to Give Your Employees Freedom Without Losing Control

Organizational Democracy: The Key to Building a Highly Resilient Company and a More Democratic World
“WE GREW 63% AND ADDED $1 MILLION TO OUR BOTTOM-LINE IN JUST ONE YEAR WITH FREEDOM AT WORK.”

- NATHAN DONALDSON, CEO, BOOST
“WE GREW 12X WITH FREEDOM AT WORK.”

-MATT PEREZ, COO, NEARSOFT
“FREEDOM AT WORK TOOK OUR SPIN-OFF FROM $0 TO A $175 MILLION SALE IN JUST TWO YEARS.”
- DALLAS KASHUBA, CO-FOUNDER, DREAMHOST
OUR SALES QUADRUPLED AND OUR MARKET CAP INCREASED FROM $250 MILLION TO OVER $2 BILLION DOLLARS WITH FREEDOM AT WORK.

- GARRY RIDGE, CEO, THE WD-40 COMPANY
BOOK YOUR KEYNOTE OR WORKSHOP NOW

Contact us directly to discuss the possibilities for you, your team, or event:

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Watch us on YouTube at “Freedom at Work”