



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



worldblu.

worldblu®

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 is the author of the top book, *Freedom at Work: The Leadership Strategy for Transforming Your Life, Your Organization, and Our World*.
- 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.

TINA



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

ANNA B



Timely for the world, business, and individuals.

CHRIS WIDNER



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

DLYNN



Game changing book!

TORI

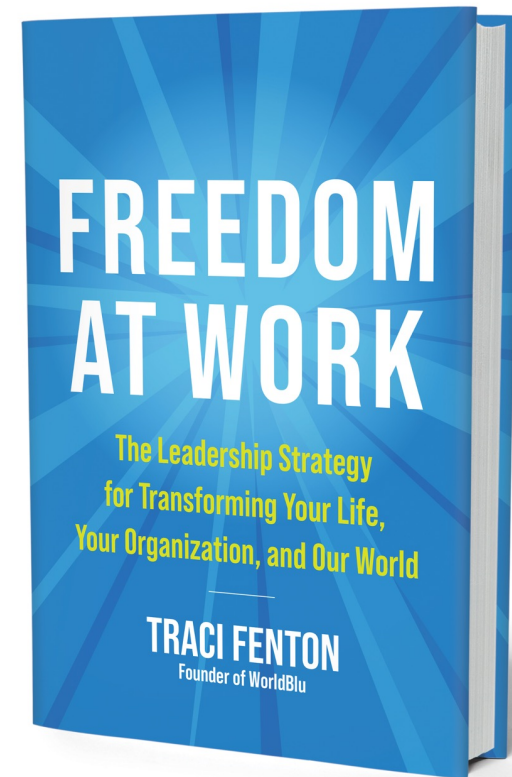


A practical and inspiring read that's hard to put down

MICHAEL



The Future of Work!



worldblu.

ABOUT FREEDOM AT 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.”

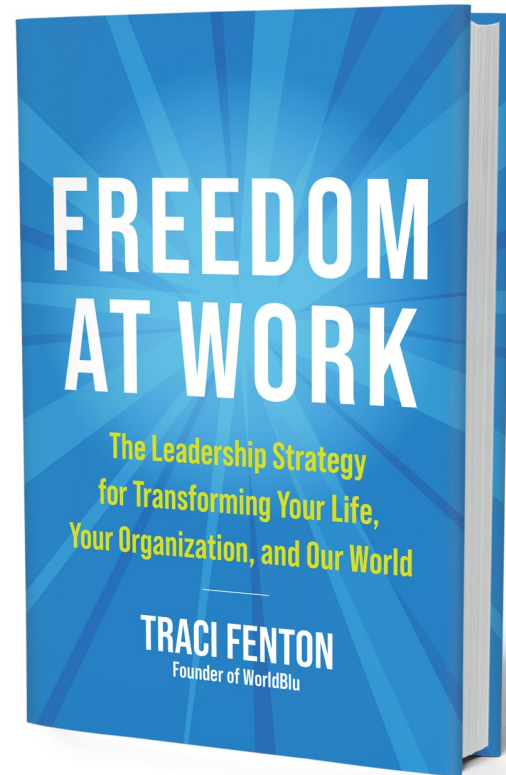
—**Daniel H. Pink, #1 *New York Times* bestselling author of *When*, and *Drive***

“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**



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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



Mindvalley: A WorldBlu certified Freedom-Centered Company

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**

Mindvalley: A WorldBlu certified Freedom-Centered Company



KEYNOTE TOPICS ON LEADERSHIP

- **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**


Mindvalley: A WorldBlu certified Freedom-Centered Company




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**

Mindvalley: A WorldBlu certified Freedom-Centered Company



FREEDOM-CENTERED CULTURE DESIGN TOPICS



are...

Fairness and Dignity

Purpose

Integrity

Dialogue and Listening

Transparency

Individual and Collective

Choice

Reflection and Evaluation

KEYNOTE TOPICS ON CULTURE

- **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**

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Dialogue and Listening

Individual and Collective

Transparency

Choice

Reflection and Evaluation

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**



KEYNOTE TOPICS ON CULTURE

- **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**



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Fairness and Dignity

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Dialogue and Listening

Integrity

Transparency

Individual and Co...

Reflection and Ev...

Choice

KEYNOTE TOPICS ON CULTURE

- > **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 Loosing Control**
- > **Organizational Democracy: The Key To Building a Highly Resilient Company and a More Democratic World**

A photograph of two men sitting at a table, working on a large, colorful collaborative diagram. The man on the right is writing with a pink marker, while the man on the left is looking at the diagram. The diagram is filled with handwritten notes, drawings, and arrows, organized into sections. A semi-transparent text box is overlaid on the image, containing a quote and the name of the CEO. The background shows a workshop setting with various supplies like markers and a container on the table.

**“WE GREW 63% AND ADDED \$1 MILLION TO OUR BOTTOM-LINE
IN JUST ONE YEAR WITH FREEDOM AT WORK.”**

- NATHAN DONALDSON, CEO, BOOST

Boost: A WorldBlu Certified Freedom-Centered Workplace™



“WE GREW 12X WITH FREEDOM AT WORK.”

-MATT PEREZ, COO, NEARSOFT

 **nearsoft** RECOGNITION


Nearsoft: A WorldBlu Certified Freedom-Centered Workplace™

A woman with blonde hair is peeking out from behind a set of bright red curtains. The office environment is modern, with a black wall featuring white, hand-drawn style text and a yellow wire mesh chair visible in the background.

**“FREEDOM AT WORK TOOK OUR SPIN-OFF FROM \$0 TO A
\$175 MILLION SALE IN JUST TWO YEARS.”**

- DALLAS KASHUBA, CO-FOUNDER, DREAMHOST

Dreamhost: A WorldBlu Certified Freedom-Centered Workplace™



**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

WD-40: A WorldBlu Certified Freedom-Centered Workplace™

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”
