

# BIO

**Claudia St. John,**  
**The Workplace Advisor™**



## Short Bio:

**Claudia St. John, SHRM-SCP, SPHR** is a keynote speaker, bestselling author, and the Founder and CEO of The Workplace Advisors™, a leading HR consulting, recruiting, and training firm specializing in equipping businesses with the consulting support and people skills they need to grow.

She is an SPHR (Senior Professional in HR), SHRM-SCP (SHRM Senior Certified Professional), and Certified Professional Behavioral Analyst who empowers organizations with evidence-backed insights, so they can navigate the evolving landscape of talent acquisition, engagement, and retention with confidence and foresight.

Known as The Workplace Advisor™, she helps organizations zoom out, shift their mindset, and build businesses that lead their industry.

## Long Bio:

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A frequent keynote speaker, Claudia is a regular media contributor on the topic of HR. She wrote the book, *Transforming Teams: Tips For Improving Collaboration and Building Trust*, a book that addresses why fundamental breakdowns happen within organizations, and what leaders can do to correct them.

Claudia holds an Undergraduate degree in Employee Benefits & Labor Relations from The American University and a Master's degree in Business & Public Administration from The George Washington University, in addition to numerous HR and behavioral science certifications.

**Claudia St. John, Keynote Speaker**

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# Claudia St. John

## AV NEEDS



### Audio-Visual:

- ☐ Due to the real-time data included in her presentation, Claudia cannot provide the final copy of her presentation earlier than 5 days prior to her scheduled presentation. A draft version can be provided if necessary.
- ☐ Claudia works from a Surface Pro 6 and can run the presentation from her laptop or the event host's laptop. She will come equipped with a thumb drive copy of her presentation.
- ☐ Presentations are formatted in Microsoft® PowerPoint® for Microsoft 365 MSO (*Version 2308 Build 16.0.16731.20052*) 64-bit.
- ☐ A widescreen 16:9 digital data projector is required.
- ☐ Claudia normally arrives one hour before her presentation for an AV check, which must be done with attendees not in the room. However, if that cannot be accommodated, an alternative time can be arranged.
- ☐ Claudia requires a wireless lavalier microphone or over-the-ear mic for any group of more than 25 people.
- ☐ A confidence monitor and countdown clock that are visible from all areas of the stage are strongly preferred.
- ☐ A hand-held slide advancer is required.
- ☐ No lectern is preferred to provide easy access for mobility and flow on stage.
- ☐ Tuck furniture at least 6 feet from the front of the stage if you absolutely can't remove it.
- ☐ To have the highest-energy presentation, a single screen should be off to one side or well above the stage, not center stage because the presenter is the focal point and the slides are merely supplemental.
- ☐ Certain presentations will require a flipchart and markers on stage.
- ☐ For "Open Conversation" presentations, Claudia will require an assistant to launch and manage audience conversation topics and audience voting. In these instances, which will be agreed upon in advance, the room must be equipped with table standards with numbering for each round of 8-10 chairs.



THE  
**workplace**  
ADVISORS

## Scheduling & Logistics

- ☐ To create some anticipation for the session and to allow for AV setup and testing (*discussed on previous page*) it's best to schedule a break before Claudia takes stage.
- ☐ Also consider scheduling a break right after Claudia's presentation. It helps facilitate that high-energy scrum at the front of the room for people who want to say "hey," ask questions, and share their epiphanies. Plus, you get break-time conversation for people to discuss what they just learned.
- ☐ Because travel delays happen, Claudia prefers to arrive the night before. Please arrange or recommend a hotel that's either at the venue or closer to the airport than the venue itself. Please book a non-smoking room on a high floor with late checkout guaranteed.

## Slides & Handouts

- ☐ Please note, Claudia prefers not to convert her slides to anyone's templates. Templates aren't enthusiastic, and Claudia's presentation slides are designed to graphically supplement her verbal content and don't mirror the words in her speech.
- ☐ A copy of Claudia's slides is available upon request.
- ☐ Claudia owns and retains all rights to her materials and content. They cannot be reproduced or distributed without her consent.

## Recordings & Photos

- ☐ Feel free to take as many flash photos as you'd like before the talk, but please no flash during the presentation.
- ☐ You agree that Claudia and her team have the right to photograph the session, as well, and use the photos online or in print.
- ☐ If we've agreed to permit recording of the session, plan ample time to test sound pick up and to verify that the sound patch doesn't interfere with the projection-output quality (*sometimes an issue*).
- ☐ Unless you specifically agreed to work it out, you don't have the ability or right to record and then resell or distribute Claudia's talk.

**Claudia St. John, Keynote Speaker**

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# STAGE INTRO

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No matter the industry, companies are all asking the same question: “How do we get our people engaged, enthusiastic, and working well together, so we can focus on growth?”

Our next keynote speaker empowers you to say and do the right things to tackle your most pressing people issues now, so you can turn your business challenges today into exciting opportunities tomorrow.

In fact, helping businesses grow is what Claudia St. John does BEST.

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Her book, *Transforming Teams, Tips For Improving Collaboration and Building Trust*, uncovers why fundamental breakdowns happen between teams inside organizations, and what we can do to prevent and correct them.

Without further ado, please welcome Claudia St. John!