



Inspire people into action, so you can
**GROW YOUR
BUSINESS.**



Claudia St. John
Keynote Speaker

📞 1-877-660-6400

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The truth is:

The vast majority of your employees are fully willing and capable of being highly engaged, highly motivated, highly productive, and loyal employees.

It all comes down to how we lead them—now and in the future.

Claudia St. John's keynote talks empower you to say and do the right things to tackle your most pressing people issues today, tomorrow, and always.

Helping businesses grow is what **Claudia St John** does BEST.

She is:

"Claudia's presentation was not only useful and full of information I could bring back to my team, it was also entertaining and engaging."

—**JAMIE HENRY**

President & CEO, Bee Line Building Services

- **The President of The Workplace Advisors™**
A leading HR consulting firm.
- **An Influential HR Thought Leader**
Bringing deep expertise in workplace engagement, employee development, and communication to the stage.
- **A Certified Professional Behavioral Analyst**
Sharing data-backed insights to help businesses grow.
- **The Author of *Transforming Teams***
A comprehensive book for businesses who want to improve collaboration and build trust.



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TRANSFORMING TEAMS

Tips for Improving Collaboration and Building Trust

Claudia's bestselling book
is based on her real-world
consulting experience
helping companies
resolve breakdowns in
collaboration and trust.

Using a narrative style
to illustrate problem-solving in action, the
book follows the challenges faced by a company CEO and
her team as they address three central precepts: that all relationships
are reparable, that the use of direct language is fundamental,
and that members of a team can fix only one thing: **themselves**.



"Claudia is a rock star! The perfect speaker at the perfect time. Her wisdom and knowledge will answer so many of your workforce concerns. Rock on, Claudia!"

—PAUL TEACHOUT

Harper Corporation of America, Technical
Marketing and Content Specialist

"We've had such an amazing response to this training. Everyone came away with a new level of trust and respect for their teammates. It's truly been a game changer. Thank you, Claudia!"

—JOHN MEHL

VP of Sales, Vanguard



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Keynote One

FUTURE-READY

Disruption-Proof Your Business for the Workplace of Tomorrow

Labor market disruption is affecting the ability of businesses to attract, retain, and develop a skilled and adaptable workforce. So, what's the answer? In this compelling presentation, Claudia St. John reveals how to disruption-proof your talent strategy by embracing a long-term outlook.

This program is ideal for leaders:

- Navigating the impact of labor market disruption
- Grappling with worker shortages
- Developing ways to minimize future workforce risks

The audience will leave with:

- ☑ A new mindset that will help them rethink workforce challenges
- ☑ Insights that will equip them to lead in the workplace of tomorrow
- ☑ Strategies to help their business become an in-demand employer



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Keynote Two

MANAGING PROMISES AND BUILDING TRUST

How to Create Cultures of Accountability

Have you ever worked with someone who was consistently unreliable and struggled to keep their promises? Has that person ever been you? The truth is, we all break our commitments from time to time. What we don't realize is how these broken commitments damage the health of our relationships. This keynote breaks down what it means to make and keep promises, so that each participant can identify ways to be better custodians of their commitments and increase their trustworthiness.

This keynote is ideal for leaders and teams:

- Seeking improved accountability within the teams they lead
- Wanting to show up more consistently to build trust
- Looking for more accountability from those they lead

The audience will walk away with:

- ☑ An understanding of how they need to take responsibility for their actions and performance—and empower others to do the same
- ☑ Greater awareness around the promises they make on a daily basis
- ☑ Next steps to help them build and restore trust with their coworkers



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Keynote Three

TRANSFORMING TEAMS

Build Collaborative, Cohesive Teams in Four Steps

Explore Different
Populations

This engaging workshop builds on Claudia's book, *Transforming Teams*, to delve into the common reasons team breakdowns occur, and how to resolve them when they do. Attendees will discover how to effectively resolve issues when they arise, build trust, and foster the kind of cross-functional collaboration that supports sustainable business growth.

This program is ideal for leaders:

- Navigating conflict in the workplace
- Managing differences across teams
- Seeking to improve teamwork and collaboration

The audience will leave with:

- ☑ The knowledge to identify communication breakdowns when they occur
- ☑ Greater confidence when it comes to handling difficult conversations at work
- ☑ An understanding of how to facilitate true collaboration between teams



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Keynote Four

READY, SET, ENGAGE

How to Empower Your Workforce for Success

Disengagement will be the most critical challenge businesses face in the next 10 years, above any other business challenge. In this keynote, Claudia explores how you can significantly improve employee engagement—no matter the size of your organization or budget. Discover practical and effective ways to create a workplace where everyone is motivated, fulfilled, and actively contributing to the success of your organization.

This program is ideal for leaders:

- Struggling to improve employee performance
- Seeking ways to motivate those they lead
- Aligning engagement strategies with broader organizational goals

The audience will leave with:

- ✓ Insights into fostering a positive and collaborative workplace culture
- ✓ Actionable ways to engage people and teams
- ✓ A toolkit of proven strategies to boost employee morale



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Keynote Five

EQ AND YOU

Managing Your Emotional Intelligence at Work

Studies consistently highlight the connections between emotions, performance, and overall wellbeing. In this keynote, Claudia shares why emotional intelligence (“EQ”) is so important in the business world, and helps attendees uncover effective ways to improve their own, so they can strengthen their relationships, reduce stress, defuse conflict, and improve job satisfaction.

This keynote is ideal for leaders and teams:

- Aiming to improve how they work with others
- Seeking enhanced emotional resilience for navigating workplace challenges
- Prioritizing better teamwork, collaboration, and conflict resolution

The audience will walk away with:

- ☒ Tools to help them regulate their emotions when they get in the way
- ☒ The ability to identify the emotional state of others
- ☒ An understanding of what it takes to achieve higher productivity and success

Tools: TTI Insights EQ Assessment



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WORKING WITH STYLE

How To Elevate How You Communicate

Is your executive team facing challenges in effective communication? Are you struggling to make crucial hiring, promotion, or termination decisions? This keynote offers valuable insights into understanding behavioral style preferences for better communication and decision-making across various leadership contexts.

This program is ideal for leaders:

- Managing cross-functional teams
- Seeking improved teamwork and collaboration
- Managing cross-functional teams that want to improve how they collaborate and make decisions

The audience will walk away with:

- ☑ A better understanding of themselves and those around them, and the skills to bridge differences
- ☑ Tools to communicate more effectively to enhance workplace productivity, teamwork, and performance
- ☑ An understanding of how to communicate to different employees with different leadership communication styles

Tools: TTI Insights DISC Style Assessment



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HIRING SUCCESS

Find and Secure Top Talent in a Fiercely Competitive Market

How do you nurture a thriving workforce in a changing world of work? You start by recruiting the right people, and then you figure out how to get them to stay. In this enlightening keynote, Claudia shares proven recruiting and talent sourcing strategies for identifying and hiring top talent, and creating the kind of culture that makes them want to stick around.

This program is ideal for leaders:

- Refining their talent acquisition processes
- Sharpening their screening and interviewing skills
- Building teams that consistently deliver exceptional performance

The audience will leave with:

- ☑ Practical techniques to assess candidates with greater precision
- ☑ Advanced recruitment insights enabling you to attract top-tier talent
- ☑ The confidence to make informed and strategic hiring decisions



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A photograph of two women in a modern office setting. One woman, with glasses and a brown top, is leaning over a desk. The other woman, with long brown hair and a dark blazer, is sitting at the desk, looking at a notebook and pen. The background is filled with various potted plants and office supplies.

Keynote Eight

PEOPLE PROBLEMS

5 Common Management Mistakes and How Not to Make Them

No leader is exempt from people problems at work. From hiring and onboarding new team members to effectively engaging existing ones, this keynote reveals how you can avoid making common management mistakes and instead set yourself up for success.

This program is ideal for leaders:

- Managing people, teams, or departments
- Handling people-related challenges
- Seeking to improve engagement and performance

The audience will leave with:

- ✓ Actionable strategies to avoid killing team performance and morale
- ✓ Increased confidence in navigating thorny people issues proactively
- ✓ Strategies for fostering engaged and motivated teams



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WHY DO YOU CARE?

Personal Motivators and Why They Matter



Have you ever felt there are things about your job that matter more than pay? Ever get excited about a new project that has little to do with your normal areas of responsibility? This keynote unravels the driving forces behind personal motivators, empowering audiences to understand how our attitudes shape our lives, actions, and decision-making.

This keynote is ideal for leaders and teams:

- Seeking more meaning from their work
- Wanting to better understand how to apply their strengths at work
- Leading teams of people with different motivators and responsibilities

The audience will walk away with:

- ☑ The ability to articulate which aspects of their work get them truly excited
- ☑ The motivation to identify projects, duties, and responsibilities that they enjoy
- ☑ An understanding of how to transform their interactions with others to drive success

Tools: TTI Insights Motivators Assessment



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