

Make Your Message Stick Beyond the Event.

Interactive keynotes and experiences for corporate events, offsites, and leadership conferences.

Tracy Winkler delivers high-energy, engaging experiences that give leaders clarity, shared language, and practical tools to move forward together, without blame, drama, or burnout. Teams leave energized, aligned, and equipped with tools they can put to work right away.

NOT YOUR AVERAGE MOTIVATIONAL SPEAKER

Two decades running operations, two decades advising leaders and organizations, and a style that is interactive from the first minute. This is not a sit-and-listen lecture: the room participates, real challenges get worked live, and leaders leave with next steps they helped build.

- **Reads the room in real time** and adjusts based on what is happening in front of her
- **Creates action, not just insight:** people leave with clear next steps, not fleeting motivation
- **Hammer with Heart:** high expectations held with real humanity
- **Names what others are feeling** but have not articulated
- **Connects the dots:** sees the patterns that are easily missed and names them clearly

FLAGSHIP

PERFORMANCE BY DESIGN

The patterns behind people, teams, and results

Most organizations do not have an effort problem. They have patterns quietly producing predictable results: the meeting that keeps going sideways, the role that keeps getting hired wrong, the accountability conversation that never sticks. This keynote teaches leaders to stop solving events and start seeing the patterns underneath them, then walks the four moves that change them: Assess, Align, Activate, Elevate.

Best for: CEO and senior leadership offsites, leadership conferences, organizations tired of solving the same problems twice.

MOST POPULAR

ACCOUNTABILITY THAT ACTUALLY STICKS

Why good people still miss commitments, and how to change the pattern

Accountability breakdowns rarely begin with someone deciding not to care. They emerge from loops: a commitment slips, the leader rescues, the team learns the leader will fix it, and the leader ends up owning everything. This keynote reframes accountability as a design capability, not a personality trait, and introduces two practical tools: the Accountability Ladder and the CLIMB Reset Method.

Best for: Senior leadership offsites, CHRO and HR leadership events, teams with recurring execution breakdowns.

NEW

GROW YOURSELF. GROW YOUR PEOPLE. GROW YOUR COMPANY.

Leadership and growth, by design, not by chance

Growth happens at three levels: the self-awareness and judgment of the leader, the selection and development of people and teams, and the organizational conditions that let performance scale. Most organizations invest in one level and wonder why the growth does not hold. This keynote shows how the three depend on each other, and how to answer the question every leader eventually faces: where does growth need to happen next?

Best for: All-company leadership days, conferences and association events, manager and emerging-leader programs.

Every talk is tailored to your organization. Custom experiences are built by design.

What do you want your people still talking about a month later?

Tell Tracy about the event, the audience, and what needs to change.

BOOK TRACY FOR YOUR EVENT →

Popular Focus Areas & Breakouts

Deeper sessions, built around what your teams are carrying.

Beyond the signature keynotes, Tracy leads focused sessions and breakouts on the challenges leadership teams bring to their events. Each one pairs practical frameworks with the behavioral insight behind them.

COMMUNICATION & ALIGNMENT ACROSS TEAMS

Why teams that talk frequently still miscommunicate, and how to design communication that creates clarity, not confusion.

Ideal for: Leadership teams with cross-functional friction, silos, or decision drift.

TRUST, PSYCHOLOGICAL SAFETY & HEALTHY CONFLICT

Normalizes productive disagreement, gives teams language for trust-building, and shows leaders how to create safety without sacrificing standards.

Ideal for: Teams where important things go unsaid or trust has been damaged.

EMOTIONAL INTELLIGENCE & BEHAVIOR UNDER PRESSURE

High performers rarely fail for lack of skill. They fail when pressure distorts judgment. EQ as an essential leadership performance tool, not a soft skill.

Ideal for: High-pressure environments, burnout risk, strong personalities creating friction.

DEVELOPING LEADERS WHO DEVELOP OTHERS

The difference between a leader who carries and a leader who builds, for organizations growing faster than their leadership bench.

Ideal for: Scaling organizations, leaders managing leaders, bench-strength investment.

STRENGTHS-BASED TEAM COLLABORATION

Working Genius and behavioral insight applied to how work actually moves from idea to completion: why handoffs fail and how to design collaboration that works.

Ideal for: Teams with workflow friction, role confusion, or energy drain.

LEADERSHIP RESILIENCE & BURNOUT PREVENTION

Burnout is a design failure, not a badge of honor. Resilience reframed as a system issue, with practical ways to protect capacity without reducing standards.

Ideal for: Senior leaders carrying too much, initiative overload, top performers burning out.

GOOD TO KNOW

Signature keynotes run 60 to 90 minutes, delivered in person or virtually, and every session is interactive by design: expect participation, discussion, and live application, not a sit-and-listen lecture. Every talk is tailored to your industry, your audience, and the specific challenges your organization is navigating. And when the moment calls for something none of the signatures cover, Tracy builds a fully custom keynote or experience around your organization: by design, not off the shelf. Tools like the Accountability Ladder, Working Genius, and behavioral science appear where they serve the story, never as a product pitch.

TAKE YOUR KEYNOTE FURTHER

A keynote starts the conversation. For organizations that want the message to become how they operate, Tracy builds on the momentum with workshops, team engagements, and advisory work designed for long-term results that stick.

Planning an event, offsite, or leadership conference?

Tell Tracy the date, the audience, and the outcome you want. She will recommend the right keynote or session.

BOOK TRACY FOR YOUR EVENT →