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YOUR AUDIENCE

In her best-selling book, **Make HOW Matter**, Julie unpacks the secrets of aligned leadership and provides audiences with practical, hands-on approaches for building alignment across enterprise teams. The biggest downfall of transformation is misaligned leaders, and with this resource, your chances of success skyrocket. **Julie will help your teams to align and deliver together!**

About Dr. Julie Williamson

As a keynote speaker, Julie focuses on energetic and engaged presentations. She creates the space for audiences to participate, share their ideas and experiences, and to be energized about leaning into the challenge of aligned leadership.

Julie is the CEO of Karrikins Group, an experienced keynote speaker, a published author, an in-demand consultant/coach, and an Ironman triathlete. As a leading voice in the power of alignment, Julie helps clients build and deliver ambitious strategies and bold transformations.

Her combination of business acumen, consulting expertise, and social science gives her the tools and resources to help teams push past blockers of growth. Your audience will leave feeling prepared and excited to align and deliver together!

Let's make your event amazing! Together we can:

- Customize a keynote for your specific audience, using local examples, case studies, and market data.
- Plan a follow up panel discussion curated by Julie, where your leaders get to be on stage in a safe, supportive environment to talk about your business.
- Provide additional value-added materials, including worksheets, white papers, books, and more.
- Put together social media posts, audience follow up videos, and other touchpoints to take the experience out of the room and into the wild.



Julie's topics include:

The HOW of Leadership – a high energy walk through the challenging, humorous, and delightful discoveries that come from getting aligned as a leadership team. Your audience will walk away with real tools to work with to build alignment across their teams.

The Power of Intentional Optimism – the jolt of positive energy your audience needs to reconnect with an optimistic view of the opportunities and challenges they face. By grounding optimism in the intersection of pragmatism and future focus, Julie helps people to embrace what's hard to get to what's great.

Strategy is Boring (and that's OK) – the North Star isn't anywhere as cool as a comet. But comets burn out, and the North Star keeps shining. Here's why strategy isn't as exciting as a plan (spoiler alert: dopamine is involved) and why that's OK to admit. Audiences will develop a keen understanding of the value of both strategies and plans, without confusing the two.



MAKE HOW MATTER

Key Conversations for Leaders
to Build Alignment and Accelerate Growth

JULIE WILLIAMSON, PhD

www.makehowmatter.com

Check out her podcast: www.TheFailureGap.com