

# HEATHER R. YOUNGER, J.D.

INSPIRING INTENTIONAL LEADERSHIP

TEDx Speaker | Author | Podcaster

Consultant | Founder & CEO, Customer Fanatix



As a best-selling author, international speaker and facilitator, I've built a reputation as "The Employee Whisperer." I bring a high-energy, humorous perspective to today's workplace challenges that engages and inspires audiences. As a CEO, entrepreneur, manager, attorney, writer, coach, listener, speaker, collaborator and mother, I bring clarity and insight to what makes employees stay engaged, motivated and focused on delivering results.

Over the years, I've:

- given motivational presentations reached more than **15,000** attendees at speaking engagements on large and small stages.
- facilitated more than **100** focus groups that have resulted in major changes across organizations.
- Helped organizations see **double-digit employee engagement score increases** through implementation of my key principles and philosophies.
- driven results in a multitude of industries, including banking, oil & gas, construction, energy, and federal and local government.

## RESOURCES



**Forbes Human Resources Council  
Top 10 Books to Read  
for HR professionals**

My book, "**The 7 Intuitive Laws of Employee Loyalty**," hit Forbes' Must-Read list. It's a go-to resource for HR professionals and business and association leaders seeking key insights into their organizations' dynamics.

My blogs can be found at [CustomerFanatix.com](http://CustomerFanatix.com) and [HeatherYounger.com](http://HeatherYounger.com). I'm a regular contributor to BIZ CATALYST 360, LinkedIn Pulse, TrainingIndustry.com and more.

My regular Leadership with Heart podcast inspires leaders who want to inspire, engage and retain employees. My interviews with amazing leaders from all over the world and across all walks of life will give leaders the tools they need to be more emotionally intelligent leaders.

I also share weekly videos and intentional leadership newsletters.

Staying in touch – I stay connected to organizations long after I leave the stage or conference room.

And when all the emails are returned and the mic turned off, I keep busy as co-manager with my husband of our busy household in Aurora, Colorado with our four children.

# Why Hire Me as Your Motivational Speaker?

**Experienced Speaker:** I've delivered over one hundred keynotes, workshops and training sessions to businesses, organizations, and conference attendees.

**Engaging:** My high-energy presentations keep audiences engaged and entertained.

**Inspirational:** I share meaningful stories, both personal and professional, that motivate audiences to make positive changes in their workplaces, their communities and in their own lives.

But don't take my word for it. Here are what fellow event planners have said about my inspirational keynotes:

## *- User Conference Founder -*

*"Heather injected high energy and inspiration. She's polished, professional, and engaging with the audience. She's truly one of the leading lights in the field of employee loyalty, and our audience of HR professionals rated her talk extremely high. I'm looking forward to hearing her speak again."*

**David Nui,**

Founder and CEO of TINYhr, Creator of TINYpulse

## *- Event Attendee -*

*"I had the distinct pleasure of hearing Heather speak at a conference recently. She had the unenviable slot of last speaking in a 2+ day session.*

*Yet Heather's personality, mannerisms and content kept everyone fully engaged. Questions from audience members clearly showed that Heather had hit on an important topic that was relevant to those in attendance. As a conference attendee, I think these are the most important characteristics for a presenter to have – engaging, content relevant, forward looking, etc. I would highly recommend Heather to my clients as well as to other conference producers. Thank you Heather!"*

**Pam Harrison**

Executive Vice President-US Operations, Strategy Group International  
[Conference Attendee, SWMRA]



## Contact Me

Email: [heather@heatheryounger.com](mailto:heather@heatheryounger.com)

Call: (720) 295-1194

Website: [heatheryounger.com](http://heatheryounger.com)



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# VIRTUAL KEYNOTES

## CHANGE MANAGEMENT

### **Seize the Opportunity: Reimagining a Better Workplace in the Post-COVID-19 World**

Do you feel like your entire workforce has post-traumatic stress disorder (PTSD) from the havoc unleashed by the COVID-19 pandemic, economic recession and the racial justice protest movement? Is your head spinning trying to define what the “new normal” will look like in your organization and for employees?

In this talk, Heather will inspire attendees to reimagine the workplace and will provide a high-level roadmap for how to return to work and effectively “put it back together again.”

As organizations prepare to bring back employees to the workplace, Heather challenges us to pause and consider how this transformative experience can positively impact their organizations.

Attendees have the opportunity to discuss and explore the possibilities for positive change now and in the post-pandemic workplace. As a result, they leave the virtual speaker presentation feeling hopeful, more in control, empowered, and ready to help create a better workplace for all.

In this interactive virtual speaker presentation, attendees will learn:

- How to reframe the experience of COVID-19, recession, and racial justice protests and see these crises as opportunities for forward progress and workplace improvement,
- How to build a more adaptable, resilient organization,
- How to create a culture of listening that values diversity and inclusion, and
- The main areas to focus on to ensure that the “new normal” meets the needs of the organization, customers and employees.

Attendees will leave with a Roadmap for reimagining and creating a better, more diverse and inclusive workplace for all employees

# VIRTUAL KEYNOTES

## LEADERSHIP

### **Leading with Heart Through COVID-19, Recession and Beyond**

It's a challenging time for everyone. The triple whammy of global pandemic, steep economic downturn and racial justice protests sweeping the nation have combined to create unprecedented levels of stress and uncertainty in the professional and personal lives of everyone – from the C-suite down to front-line employees. We are truly all in this together! And, now more than ever, it's time for leaders at all levels of the organization to prioritize strategies that leverage human empathy, compassion, and kindness to help our teams navigate through turbulent times.

Studies have shown that heart-centered leadership builds authentic connections, drives increased employee engagement, and boosts the bottom line. But leading with heart doesn't just make good business sense – it's the right thing to do.

In this interactive talk, attendees will learn:

- The kind of leadership we need during challenging times – and why we need it,
- Real-world examples of how to lead with heart, compassion and kindness
- Creating a listening culture that values diversity and inclusion as core values

## MOTIVATIONAL

### **How to Build Personal and Organizational Resilience During and After A Pandemic**

Most successful people in history had to overcome many barriers to climb the ladder of success - from Abraham Lincoln to Walt Disney to Oprah Winfrey.

What is the secret ingredient to these leaders' success? Resilience. Whether they received a 'No' 500 times, they experienced extreme levels of abuse, or grew up poor, they made a conscious choice to move forward and become their best selves.

In this talk, Heather will share her personal story of adversity and lay out the five steps she takes every day to overcome her past and unleash her greatness. You will learn how to do the same in your life and in your workplace.

# KEYNOTES

## MOTIVATIONAL

### **Building Resilience: How to unleash your mindset and overcome any challenge**

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## INSPIRATIONAL

### **Ditch Perfect: Use your best self to achieve the life you always wanted**

Winston Churchill once said that "Perfection is the enemy of progress", and this statement still holds true in many of our lives. Heather expands this further by saying, "Perfection is the enemy of innovation, creativity, and success."

- Are you the person who puts off a goal, a challenge, or a conversation because you don't feel that it is just right? Do you delay presenting an idea to your manager or team, because it just not perfect enough to do so? STOP! When we look at Elon Musk, Richard Branson, and Oprah Winfrey, we find individuals who aren't afraid to stop at "I did my best" for the sake of perfection.
- In this talk, Heather will share her heart-wrenching story of trying to be perfect and realizing that her very best was good enough. You will realize the same too!
- This talk will challenge your mindset and transform your thinking. Attendees will walk away knowing that their very best is good enough.

## DIVERSITY

### **Hear Me Roar! Empowering women to lead through adversity & change**

While companies say they are committed to gender diversity, women remain underrepresented at every level of most corporations. According to McKinsey & Company's Women in the Workplace 2018 study,

*"Women are dramatically outnumbered in senior leadership. Only about 1 in 5 C-suite leaders is a woman, and only 1 in 25 is a woman of color."*

# KEYNOTES

## DIVERSITY

As a woman of color and seasoned executive, Heather Younger increases your audience's understanding of their increasingly diverse workforces with humor and enthusiasm. She has earned a reputation as "The Employee Whisperer" for her ability to connect and motivate.

Attendees will walk away energized and inspired to:

- Understand the very important role women play in creating more profitable and engaged organizations
- Leap over the very real adversity and obstacles in their path
- Increase and harness their emotional and social intelligence to make more objective decisions
- Walk with greater confidence in knowing the innate power they hold
- Be greater catalysts for positive change in their workplaces They will laugh, cringe, maybe even cry – but they will leave uplifted and changed for the better.

## CHANGE MANAGEMENT

### **Resilience: The Key for Managing Change**

Organizational leaders are confronted with many kinds of changes and risks that threaten growth and sustainability and make it hard to become more agile. If organizations don't change at all or quickly enough, it can slow their growth or make them obsolete.

Wondering what is the best way to build a resilient company? The key is to build resilience in your technology and your people. In fact, it's been proven that employee resistance is the #1 reason that 70% of organizational change initiatives fail. Change can be hard. Whether your strategy is to grow through alliances, M&A's, or growing organically, Resilience is the critical competitive advantage.

In this talk, attendees will learn:

- How to help employees manage the mental and emotional challenges surrounding change
- How to uncover the underlying beliefs that make employees resistant to doing new things
- How to build capabilities in employees to help them become more adaptable and less fearful
- How to become a more resilient leader

# KEYNOTES

## EMPLOYEE LOYALTY

### **Changing “I Quit!” to “I Fit!” - Five Powerful Strategies to Increase Employee Retention and Create an Amazing Workplace Culture**

Frustrated by the lack of engagement in your organization? Constantly battling high employee turnover? Is your employees' favorite pastime updating their resumes?

In this entertaining and enlightening keynote, Heather reveals the underlying actions organizations can take to create a more engaged and loyal workforce. And it can be done even with budget restraints. That alone is worth the price of admission!

Attendees will leave more motivated and energized to get to work in doing what they can do to create more positive experiences for everyone in the workplace. Attendees will learn:

- The role they individually play in employee turnover and loyalty
- The main driver for employee loyalty (And it's not money!)
- The distinct ways that they can lead themselves more effectively
- What employees need from them to want to stay engaged in the organization every day
- And other strategies we just can't fit in a 150-word description.

## BUILDING THRIVING TEAMS

### **Team Building: How to leverage communication to create thriving teams**

Ever wondered why communication always seems to be the problem in the workplace?

In this funny, interactive and motivational talk, Heather will reveal the key reasons why organizations often run into communication fumbles and why no one seems to be on the same page.

Heather will engage her audience to participate in this session. She will demonstrate how different communication styles, when paired together, deliver different results and conclusions. Heather will have the audience interacting and will create tons of “aha!” moments to reveal the power each of us has to curate meaningful communications in our workplaces.

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