

Create a *Culture* of Unshakeable Leadership®

You may be doing everything right to develop your leaders — but still not seeing the results you expected. That's because culture isn't fixed. And a "good" culture today doesn't guarantee resilience tomorrow.

The bigger risk? Culture Slip™ — the subtle breakdown of clarity, accountability, and connection. It creeps in when leadership wavers and expectations blur. Most teams don't notice until performance drops or turnover rises — and by then, it's already costing you.

Employees and customers can feel when leadership is strong... or slipping.

Heather's Unshakable Leadership framework helps you build a culture that holds steady through change, challenge, and uncertainty.

Join thousands of leaders who use our proven strategies to create cultures rooted in trust, clear expectations, and meaningful results — where performance and people both thrive.



Heather R YOUNGER J.D.

Founder & CEO, Employee Fanatix • Two-Time Tedx Speaker • Consultant

• Two-time Best-selling Author: The Art of Caring Leadership and The Art of Active Listening •
Author of The Art of Self-Leadership



REASONS WHY YOU SHOULD HIRE HEATHER R YOUNGER

REAL-WORLD EXPERIENCE

After practicing law, Heather led customer experience, sales and large account management teams. She is a valuable asset to you because she brings practical know-how and lessons learned that can be directly applied to your situation.

CUSTOMIZATION

Heather brings the insights she garners from her pre-event research to the stage and uses what she learns to create interactive and meaningful experiences that surprise the audience.

DYNAMIC

Heather leverages her unique capacity to navigate complex social dynamics in the workplace and achieve goals together through effective communication. She creates opportunities to reframe adversity and empower change, championing positive transformation in workplaces, communities, and the world at large.

RELEVANT

Because of Heather's focused commitment to leveraging current research findings, listening sessions, and employee feedback to close the gap between what employees need and leaders want, her content is fresh, relevant and applicable now. She doesn't just talk about Unshakeable Leadership®, but she seeks to embody it in every interaction.

RESULTS FOCUSED

Her strategies yield tangible business results, including heightened employee engagement, increased employee buy-in, unwavering loyalty, seamless collaboration, and robust connectivity.





Most people want *high-performing* teams. But performance starts with something simple: how you lead yourself — and how you show care for others. Organizations that prioritize emotional intelligence and human-centered leadership see 147% higher earnings per share and 21% greater profitability. Yet too many leaders skip the basics: self-awareness, trust-building, and clear communication. Heather R Younger helps leaders close that gap — transforming care into action, and intention into impact — so their teams can thrive through change, not crumble under it.

Whatever *Vision* you have for your organization,

We want to lead our industry by creating customer loyalty.

We want to drive a completely new level of engagement.

We want a strong culture of belonging.

We want to develop our leaders, so they can help us move to the next level.

We want to be one of the best places to work in the country.

Strong cultures start with

Self Leadership

They grow through

Caring Leadership



Your people will feel empowered and fully engaged.



They will feel like the work they do is valued.



They will feel seen and heard.



You will be known as one of the best places to work in the country.



Productivity and profit will improve.

Unshakeable Leadership® Builds an Unshakeable Foundation.

AS SEEN IN

CNN

Bloomberg

Chicago Tribune

FAST COMPANY

Forbes

abc

Inc.

AMERICAN EXPRESS

TRUSTED BY

Davita

xerox

State Farm

conEdison

STELLANTIS

DUPONT





When you build an *unshakable* foundation...

Your employees and customers will feel valued.

They'll know they're part of a culture built on trust, clarity, and connection — one that doesn't crumble under pressure.

When people feel grounded in something strong and meaningful, they bring more creativity, engagement, and innovation. That foundation fuels trust, accountability, and new ideas — even in the face of constant change.

You'll create a workplace that remains strong, steady, and sought-after — no matter what comes next.



"Heather is a skilled *professional* with a personable and enthusiastic approach, who is passionate about the employee experience."

She offered thoughtful insights to help advance our professional development and employee engagement initiatives, and formulated her recommendations for maximum impact. Our HR team is now much more disciplined about our priorities and thoughtful about connecting the dots for employees."

Christinne Johnson | Former Chief Human Resources Officer, FirstBank Holding Company



HEATHER IS A WORKPLACE CULTURE EXPERT!

She's . . .

- **The CEO of Employee Fanatix**
A leading employee engagement consulting & training firm.
- **A highly-sought after keynote speaker**
Bringing the best insights from over 30,000 employee stories to the stage.
- **An organizational culture strategist**
An expert in creating safe spaces for these vital conversations.
- **A contributor to leading news outlets**
A trusted expert for stories on culture, workplace engagement, and employee retention.
- **A 2x-International TEDx Speaker**
Sharing universal insights that people everywhere treasure.

Heather R. Younger, J.D., CSP is a globally recognized keynote speaker, organizational culture strategist, and the Founder & CEO of Employee Fanatix, a top employee engagement and workplace culture consulting firm. Named to the Thinkers50 Radar 25 as one of the world's top management thinkers, Heather is a sought-after voice on how leaders can build emotionally resilient, people-first organizations where employees feel heard, valued, and empowered to thrive.

A former practicing attorney who shifted from the courtroom to the boardroom, Heather teaches leaders how to turn empathy into action and build unshakable leadership — teams that are clear, connected, and accountable even in the face of change.

She brings over 25 years of experience leading customer experience, sales, and account teams across industries including tech, healthcare, staffing, and financial services. Backed by proprietary research and deep personal insight as the only child of an interfaith and interracial marriage, Heather's work is rooted in what's relevant right now: helping people care for themselves and others while driving lasting organizational change.

As the visionary behind Employee Fanatix, she leads a team that conducts original workplace research, culture strategy consulting, and active listening sessions for Fortune 100 companies. Heather herself has read over 30,000 employee surveys and facilitated more than 100 focus groups — including her signature Art of Active Listening Sessions™ — to ensure that organizational strategies are built on the voices of employees, not assumptions.

A two-time TEDx speaker, bestselling author, and host of the Leadership With Heart podcast, Heather is also a LinkedIn Learning instructor and trusted contributor to Forbes, Fast Company, Bloomberg, NBC, and ABC. Her keynotes blend data, storytelling, and her Unshakable Leadership Framework™, offering practical tools that leaders can apply immediately to create cultures of trust, connection, and high performance.



NEW BOOK ON SELF-LEADERSHIP

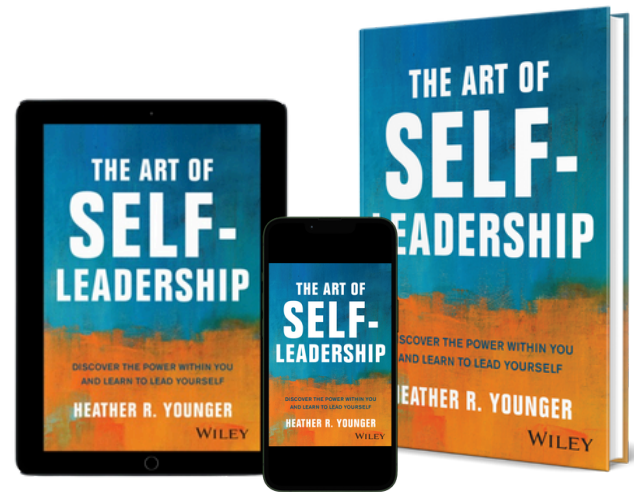


"Leadership begins with self-leadership."

"Leadership begins with self-leadership and this book offers a wealth of practical ideas that you can use to learn and improve self-leadership. The straightforward and practical approach makes it easy to implement the strategies for personal and professional growth. It's a useful resource for those seeking to lead themselves."

Mark Sanborn, President
Sanborn & Associates, Inc.

Author, You Don't Need a Title to Be a Leader and The Fred Factor



amazon

WILEY

BARNES&NOBLE

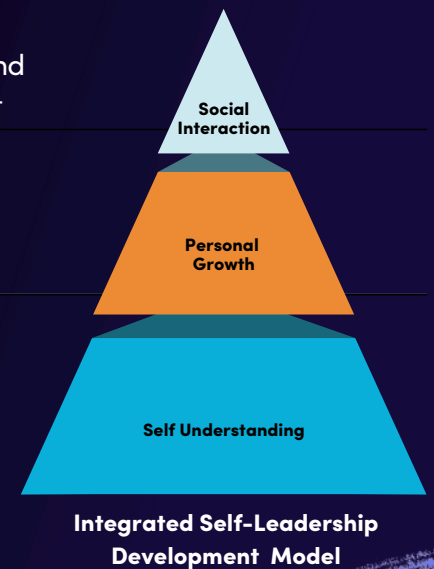
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Learn to take control of your own professional destiny and *lead* yourself through challenging situations

In *The Art of Self-Leadership: Discover the Power Within You and Learn to Lead Yourself*, celebrated workplace culture and employee engagement expert Heather R. Younger delivers an exciting and practical discussion of how to develop an entirely new mindset around personal advocacy and self-leadership.

You'll learn how to take control of the workplace experience and set expectations up front about relationships. Join the book launch waitlist for behind-the-scenes updates, invitations to exclusive experiences, and bonus resources or pre-order directly through Amazon.



(403) 398-8488

✉ HeatherBookings@cmispeakers.com

www.HeatherYounger.com

in Instagram Twitter YouTube



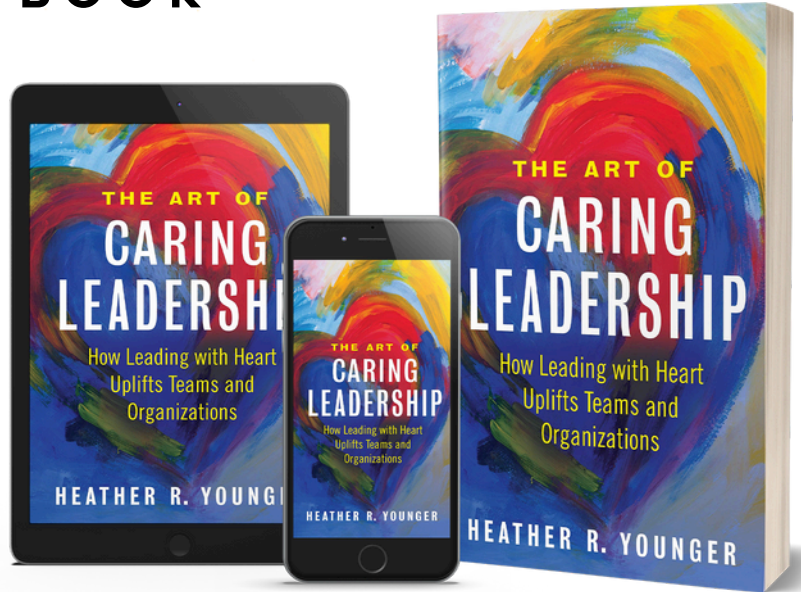
BOOK



"People need to know they matter."

When others feel trusted and cared for, they become inspired. Heather's terrific book teaches leaders why caring should be at the heart of all they do, and how they can turn genuine caring into an art that can be carefully practiced and refined."

Stephen M. R. Covey | *The New York Times* and #1 *Wall Street Journal* bestselling author of *The Speed of Trust*



amazon

Berrett-Koehler Publishers

BARNES & NOBLE

Bookshop.org



Based on *interviews* with over eighty leaders, including:

- ✓ Howard Behar, former president of the Starbucks Coffee Company;
- ✓ Judith Scimone, senior vice president and chief talent officer at MetLife;
- ✓ Garry Ridge, CEO and chairman of the board of the WD-40 Company;
- ✓ and Dr. Shawnté Cox Holland, head of culture and engagement at Vanguard.

Outlines nine behaviors that leaders can change to ensure all employees feel included and cared for.

Includes access to a self-assessment so you can measure your progress as a caring leader.



BOOK



"This is the *blueprint* you need to create a culture of listening at work."

One that will ensure those in your care know you've heard them, and that will inspire them to respond with more loyalty."

Garry Ridge | "The Culture Coach", Chairman Emeritus at the WD-40 Company



amazon

Porchlight

BARNES & NOBLE

BAM!
BOOKS-A-MILLION



The Art of Active Listening introduces a 5-step *framework* that shows you how to listen successfully and act upon what you are hearing. Readers will discover how to:

- Recognize the unsaid
- Seek to understand
- Decode
- Act
- Close the loop

Backed by her personal review of over 30,000 employee and customer surveys and facilitation of 100's of focus groups, Younger discovered one universal truth: We all want to be heard. We want our voices to matter. We want the work we do to matter.

Endorsed by:

- Stephen M.R. Covey - New York Times & #1 Wall Street Journal Bestselling Author, Keynote Speaker, Speed of Trust Global Practice Leader
- Garry Ridge - The Culture Coach - Chairman Emeritus - WD-40 Company
- Amy E. Edmonson, Harvard Business School professor and bestselling author of The Fearless Organization
- Yetta Toliver, DBA, LSSBB (she/her/hers) - Global Head of Diversity, Inclusion and Belonging (DIB) - Xerox
- Adrian Gostick & Chester Elton, New York Times bestselling authors of All In and Leading with Gratitude
- Claude Silver, Chief Heart Officer, VaynerX

(403) 398-8488

✉ HeatherBookings@cmispeakers.com

www.HeatherYounger.com

in Instagram Twitter YouTube



Heather R YOUNGER J.D.

Keynotes

Build A Transformative Culture
of *Unshakeable* Leadership®



Keynotes that provide strategic context
and actionable steps to inspire change
that produces lasting results.



KEYNOTE 2: SELF-LEADERSHIP

The Self-Leadership Imperative: Turning Personal Growth into Collective Impact

In this empowering program, Heather R Younger guides leaders to take ownership of their professional growth and navigate challenging situations with resilience. Through The Self-Leadership Imperative, leaders will learn to take control of their own paths, transforming the way they inspire and uplift their teams.



This keynote is ideal for managers, executives, directors, founders, and other business professionals who are:

- ✓ Prioritizing personal and professional growth as an essential part of leadership development
- ✓ Seeking to create intentional workplace relationships and set clear expectations
- ✓ Focused on enhancing their ability to inspire, engage, and drive their teams toward organizational success

Audience Takeaways:

- ✓ The Self-Leadership Framework – A proven model to stay strong, flexible, and focused through change
- ✓ Progress Over Perfection – A mindset shift to embrace growth, adaptability, and continuous improvement
- ✓ A Self-Empowerment Toolkit – How to take control of your career trajectory and leadership influence
- ✓ How to Foster a Culture of Resilience
- ✓ Emotional Agility & Decision-Making Mastery – Strengthen clarity, composure, and effectiveness under pressure



Heather is a brilliant speaker and engaging *partner* as you strive to develop your leadership skills for yourself or your organization!
Thanks Heather for sharing your talents with others.

Michelle Hall | SVP & Chief Human Resources Officer, Meijer



KEYNOTE 1: CULTURE & LEADERSHIP

The High-Performance Culture Code: Where Compassion Ignites Engagement and Results

The leaders people remember most aren't just smart — they're Caring Leaders.

They create cultures where people feel seen, heard, and valued. And when leaders lead with care, it doesn't just feel good — it delivers results.

In this powerful keynote backed by her book, Heather R Younger reveals how compassion, accountability, and a deep commitment to belonging fuel innovation, boost retention, and unlock peak performance. It's a blueprint for building energized, high-performing teams — even in times of uncertainty and change.

Customize the Keynote

Select 3 behaviors from the 9 that your group could benefit from the most.



**Belonging
At Work**



**Listening
Cultures**



**Team
Resilience**



**Team Decision
Making**



**Whole Person
Leadership**



**Employee
Empowerment**



**Psychological
Safety**



**Self
Leadership**



**Strengths-Based
Leadership**

This program is perfect for leaders and team members:

- ✓ Want to build an agile workplace that attracts and keeps top talent
- ✓ Are navigating change and looking to keep employees engaged and motivated
- ✓ Believe well-being is a strategy, not a soft skill

The audience will leave with:

- ✓ A High-Performance Culture Roadmap – Practical steps to create an engaged, results-driven workforce
- ✓ Proven Strategies to Improve Employee Retention and Productivity – Reduce burnout, turnover, and disengagement
- ✓ Tangible Actions to Drive Employee Motivation & Peak Performance – Unlock discretionary effort and build loyalty
- ✓ Leadership Presence & Influence – Techniques to communicate with authenticity, empathy, and authority



"Heather was engaging, enthusiastic and *passionate*.

More importantly, she was able to provide a strategic context and actionable steps we could all take, regardless of our roles within an organization. Her authenticity and joy set the stage."

Verna Wong | Strategic Business Consultant & Leadership Coach

Caring Leadership®: *In Action*

Employee Recognition Experience

Put the Caring Leadership® principles delivered in this keynote into action immediately at the event and beyond.

Heather will provide employee recognition from stage and opportunities for organizations to adopt Caring Leadership as a company value.

This experience is included in The High Performance Culture Code keynote.

Employee Recognition From Stage

- ✓ Before the event Heather works with leadership to identify a Caring Leader from your organization
- ✓ Heather spotlights your Caring Leader on stage during the keynote as a surprise to them
- ✓ Caring Leader receives a recognition certificate on-stage, gift box, and scholarship to attend Active Listening Certified Facilitator training



"She got our event started in a big way by surprising a member of our team with a caring leadership award."

"Not only did she inspire us all with a practical playbook for active listening and caring leadership, she got our event started in a big way by surprising a member of our team with a caring leadership award."

Chris Hillman | COO | Marsden

Heather R YOUNGER J.D.

Workshops

Unlock the *Power*
of Unshakeable Leadership®

Empowering professionals to unlock unshakeable leadership by transforming personal growth into collective impact—leading with resilience, empathy, and purpose in every room they enter.



WORKSHOP 1

The Art of Caring Leadership[®]

Through this half-day workshop, leaders uncover how they can better focus their energies to engage and retain those they lead, and support employees to reach organizational goals.

Leaders & teams will develop a strategic plan of action to:

- ✓ Cultivate new behaviors in those they lead that facilitate forward progress
- ✓ Inspire and engage team members to contribute fully
- ✓ Create a culture of caring at work

As a result, leaders will uncover a newfound ability to put their people first more often for increased productivity, customer satisfaction, and employee engagement.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment
- ✓ The Art of Caring Leadership Workbook

"Ideal Image partnered with Heather to bring the *vision* of the organization to its frontline leadership.



Heather did an amazing job holding space for different voices and opinions to be heard with both warmth and genuine empathy. Her approach of listening, restating back her understanding, and collecting feedback, has delivered breakthrough insights. Leaders are now equipped to apply those insights to real-world scenarios, and help continue to foster a rich and meaningful culture."

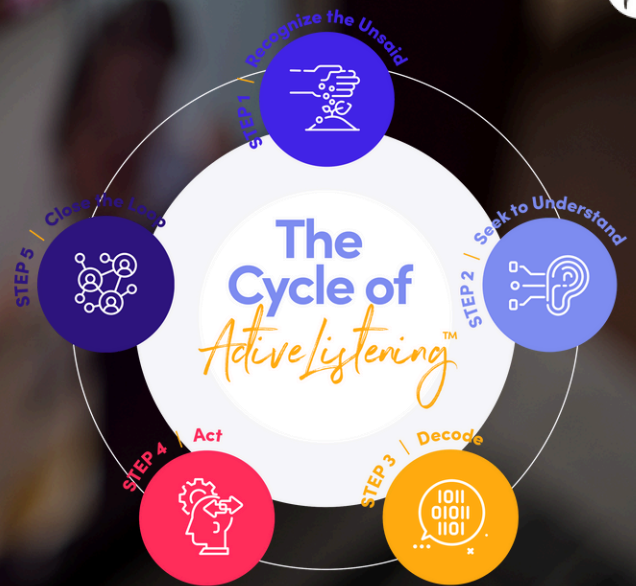
Elijah Keating | District Manager - Guest Services, Sales & Operations Medical Aesthetics, Ideal Image



WORKSHOP 2

Develop Active Listening Skills

This half or full-day interactive experience with in-built coaching equips leaders with a newfound ability to unlock previously unseen or unheard organizational insights critical to their and organizational success.



Leaders & teams will experience an instantly applicable shift in their ability to:

- ✓ Support their teams to become more engaged, motivated, and productive
- ✓ Serve as sounding boards for employee, customer, and prospect opinions and concerns
- ✓ Promote positive interactions at work that foster relationships and build trust

After the workshop, attendees will be able to support and lead organizational initiatives to increase employee engagement, build customer loyalty, and, ultimately, drive long-term business results.

Tools:

- ✓ DISC Assessment
- ✓ Active Listening Quiz
- ✓ Certified Art of Active Listening Facilitator Training



Ask About Certification

"Heather really *helped* us move the needle.



We brought her onboard to help facilitate a series of virtual workshops on diversity and belonging, and the feedback was extremely positive. Heather did an excellent job of taking our top takeaways from the workshops and helping us prioritize which to focus on first. We've built some great momentum since then, and witnessed a shift in how our people prioritize diversity and belonging. Employees now feel more able to be themselves within their teams, safe enough to discuss their differences, and better equipped to voice concerns without fear of the consequences."

Karyn Gonzales | Director, Payor Partnerships at DaVita Inc.



WORKSHOP 3

Build a Culture of Belonging

Help your team feel seen, heard, and valued—so they stay engaged, committed, and connected. This workshop equips leaders with the mindset and tools to create environments where people feel like they matter and know they belong.

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Create spaces where everyone feels emotionally safe to contribute and grow.
- ✓ Build trust across teams and departments—even in moments of tension or change.
- ✓ Lead with empathy and self-awareness to strengthen collaboration and connection.
- ✓ Recognize and respond to disengagement before it impacts performance or retention.
- ✓ Translate belonging into action by modeling behaviors that bring out the best in others.

Tools:

- ✓ Caring Leadership Self-Assessment
- ✓ Emotional and Social Intelligence (ESI) Assessment



"I needed an expert who could help me *communicate* to my staff how they could overcome challenges and succeed.

Heather led two workshops for our department, and helped me channel my strengths as a leader to foster a culture of sincerity, caring, and loyalty. I will continue to seek her expertise as my organization evolves."

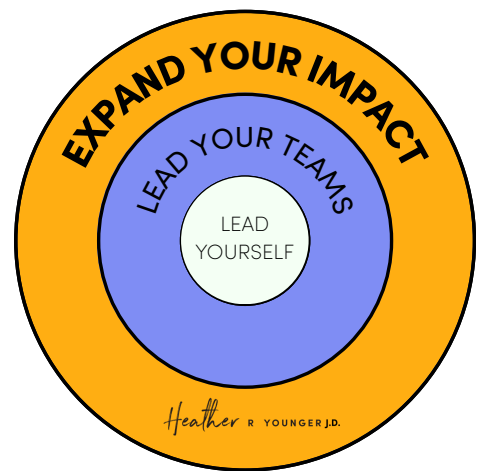
Raymund Aguirre | Chief of Police, University Police Department

Heather R YOUNGER J.D.

Consulting

The *Unshakeable Leadership*® Culture Roadmap

Customized consulting solutions rooted in The Unshakeable Leadership™ Framework—a proven roadmap to help leaders grow from the inside out. Through tailored coaching and strategic support, we help you create sustainable cultures of trust, resilience, and human-centered excellence.



The *Unshakeable Leadership*®
Framework



Awareness

When employee engagement and customer loyalty are on the line, it's vital that leaders become aware of Culture Slip before it's too late.



Desire

Once leadership is aware of an impending or present culture disconnect, the desire to change oneself and the organization launches the process.



Stamina

Creating cultures where everyone feels heard, seen, and valued is an ongoing personal and professional development process that requires commitment over time.



Lead Your Self

Get on the right path.

The first step is to take reflective time to work through the complex mental barriers that get in the way of leading well.



Lead Your Team

Fortify for the journey ahead.

Once the right mindset is in place, it's time to prepare to show up with more care, support, and concern for others.



Lead Your Industry

Demonstrate consistent evidence of care.

Here is where leading yourself and leading your team culminates in true differentiation in the market. You put into work specific caring behaviors that uplift others and positively impact organizational goals.