



*Tracy Butz presents*

# HOLY COW!®

## How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity

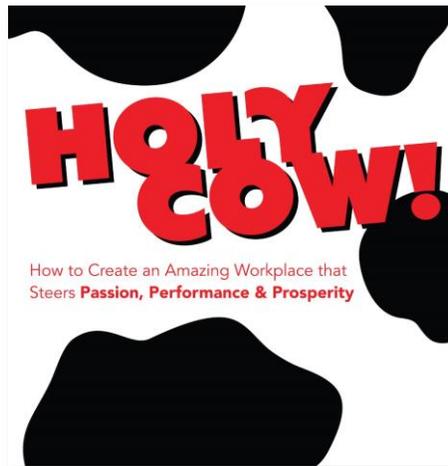
### THE SPEAKER

Tracy Butz is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynotes messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional™ (CSP), Tracy holds the highest honor in the speaking profession, held by on 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

### THE AUTHOR

Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her four captivating books— *HOLY COW!*, *Tame the Turbulence*, *The Perfect Pair of Jeans*, and *Conscious Choices*. In addition to writing books, Tracy frequently shares her insight through her blog, popular social media platforms, various industry journals, and has even been featured as a monthly magazine columnist.



### THE MESSAGE

Discover how to significantly alter workplace behaviors and performance—where people feel safe and empowered to do their best work, trust and respect their leaders to propel the company forward, and willingly cooperate and collaborate with one another in meaningful and effective ways. Inspire change in dysfunctional, under-performing teams to become inspired, accountable and committed team-members, ready and willing to

perform their best. Start influencing a transformation of your workplace culture today.

### KEY TAKEAWAYS:

- Aim for amazing talent who exemplify the values, character and culture of your organization. Never compromise on quality. Ever.
- Influence dysfunctional, under-performing teams to become accountable and committed team-members.
- Transform your culture by inspiring positive behavior change and enhancing workplace performance.