

DISCOVER HOW TO UNLOCK

the Ultimate Leadership

Ripple Effect

Better Leaders. Better Culture. Better Results.

Helping world-class
organizations, leaders,
and teams unlock
*next-level performance,
impact, and results.*

Lisa **EVEN**

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Bestselling Author



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You **Happen to the World...**

Not the other way around.

The **highest-performing** companies in the world don't leave culture to chance.

They understand they're not just a group of people clocking in and out—they're an ecosystem of humans whose everyday interactions drive results.

- They also know the world isn't slowing down.
- Pressure isn't easing.
- And waiting for things to "settle" isn't a strategy.

So they invest - not just in products and services, but in their people.

Because culture isn't an afterthought. It's a performance strategy.

BUT HOW DO THEY DO IT?

Great leaders don't wait for great culture to "happen." **THEY FOSTER AND BUILD IT.**



Hi

I'm Lisa Even

**Keynote Speaker, Corporate Leadership Expert,
Fortune 500 Leader, Bestselling Author**

I learned early in my career as a healthcare operational leader at a Fortune 500 organization, overseeing a multimillion-dollar budget, that **great leaders don't wait for culture to "happen."** They build it—intentionally—through how they show up, the decisions they make, and the tone they set, especially under pressure. That lesson changed how I led and ultimately set me on a new path.

Today, I'm a nationally recognized keynote speaker, bestselling author and host of the Have Good Ripple Effect podcast.

I help leaders strengthen their leadership presence, build high-performance team cultures, and turn engagement into consistent leadership behaviors that support retention, execution, and results.

By blending real-world leadership experience with research-backed insight, I equip organizations to lead through change with momentum and intention—creating a Good Ripple Effect where better leadership drives better teams and better results.



Grounded in real operational experience and supported by research-backed insight, my keynotes blend practical strategy, inspiration, relatable stories, and my S.E.A. Framework to drive lasting behavior change. The result is leadership that shows up differently long after the event—creating ripple effects that strengthen teams, culture, and results.

Lisa's KEYNOTES

Lisa's high-energy, customizable keynotes equip leaders with actionable principles, proven strategies, and practical tools to transform themselves, their teams, and their cultures.



Team / Workplace Culture

Have Good Ripple Effect:

Building Positive
Team Culture

Most requested by organizations aligning culture, accountability, and results during periods of change or growth.



Leadership / Emotional
Intelligence

Presence Is a Present:

Building Self-Aware
Leaders and Teams

Most requested by organizations developing leaders with awareness, intention, and strong people skills.



Engagement

Living in the Lab:

Building Engagement-
Driven Teams

Most requested by organizations seeking to improve engagement, innovation, & retention by changing everyday leadership behaviors



Team/Workplace Culture

Joy Is My Job:

Building Accountability of
Joy in the Workplace

Most requested by leaders, teams, and women's events dealing with burnout, morale, and shared ownership of engagement at work.

Have Good Ripple Effect:

Building Positive Team Culture

Most requested by organizations aligning culture, accountability, and results during periods of change or growth.



Great leaders don't wait for good culture to “happen”—they build it.

Today's professional landscape is more demanding than ever, with challenges like compressed resources, rapid change, and siloed teams. Cultural dysfunctions such as complaining, negativity, and passive-aggressive behavior often go unaddressed, quietly eroding morale, stalling growth, and driving turnover. While monitoring metrics and holding people accountable might seem sufficient, truly impactful leadership requires more.

According to SHRM, nearly one in five employees has left a job in the past five years due to negative workplace culture, highlighting its critical impact on retention. In this keynote, Lisa equips leaders with three strategies to analyze, navigate, and build a collaborative and adaptive culture—creating a lasting Good Ripple Effect that drives results.

Perfect for Leaders and Teams:

- **Navigating the challenges** of a dynamic workplace
- Wanting to **leverage culture** as a competitive advantage
- Trying to **create an environment** where teams feel empowered and engaged

Key Takeaways:

- **Identify and address cultural dysfunctions** that hinder growth and engagement
- **Evaluate team culture** by analyzing current attitudes, behaviors, and beliefs
- **Gain practical tools** to improve team morale, productivity, and retention

Presence Is a Present:

Building Self-Aware Leaders and Teams

Most requested by organizations developing leaders with awareness, intention, and strong people skills.



Leaders lacking self-awareness often show up as busy, stressed, authoritarian, or overwhelmed. They struggle to separate their emotions from their actions, leading to team disengagement, frustration, and interpersonal friction.

By building self-awareness, leaders can better focus on their teams and bridge differences in personalities, values, and communication styles among team members, fostering more cohesive and collaborative environments. According to the Harvard Business Review, “Leaders with high emotional intelligence contribute to a 20% improvement in team performance.”

In this keynote, Lisa shares actionable strategies for building self-awareness and the four factors that predict positive presence: energy, expression, tone, and intention—all of which are essential for positively influencing team dynamics.

Perfect for Leaders and Teams:

- Looking to **differentiate their leadership** approach
- **Striving to improve** emotional intelligence and self-awareness
- **Seeking tools** to enhance team dynamics and performance

Key Takeaways:

- **Assess how you “show up”** and address behaviors that may undermine morale, productivity, and culture
- **Bridge differences** in personalities, values, and communication styles to strengthen team dynamics
- **Use proven frameworks**, like the Circle of Control, to allocate energy effectively and lead with intention

Living in the Lab:

Building Engagement-Driven Teams

Most requested by organizations seeking to improve engagement, innovation, & retention by changing everyday leadership behaviors



Many organizations face rising complacency, disengagement, and inconsistent performance. Meanwhile, successful, innovative organizations thrive because their employees are motivated and eager to contribute to shared goals.

Too often, leaders unintentionally stifle creativity and innovation—either by placing team members in high-pressure problem-solving situations without adequate support or by repeatedly solving the team's problems themselves. This fosters a fear of mistakes, leaving ideas untapped and teams underperforming.

In this keynote, Lisa helps leaders explore how their leadership style impacts team dynamics, ways to “live in the lab” and experiment with engagement activities, and equips them with actionable strategies to build a motivation-centered culture where employees feel empowered to contribute proactively.

Perfect for Leaders and Teams:

- **Combating disengagement** and complacency
- **Building a culture** of creativity, innovation, and psychological safety
- **Inspiring meaningful contributions** and idea-sharing across the team

Key Takeaways:

- Recognize behaviors that suppress creativity and risk-taking
- Discover motivation-focused methods through real-world case studies
- Celebrate successes and implement strategies to build resilient teams

Joy Is My Job:

Building Accountability of Joy in the Workplace

Most requested by leaders, teams, and women's events dealing with burnout, morale, and shared ownership of engagement at work.



Too often, enjoyment and engagement are treated as “nice to have” instead of essential components of a productive workplace. Deadlines, projects, and crises take over, leaving team members feeling disconnected and drained, relying on sporadic gestures to feel engaged. And let's face it—the word burnout gets tossed around like candy.

Additionally, it's easy for team members to assume workplace joy is solely the leader's responsibility, while leaders face rising disengagement without knowing how to fix it. Research shows that joyful employees are 31% more productive and three times as creative, leading to higher morale, retention, and innovation within teams. Joy isn't just a feel-good concept—it's a smart business strategy.

In this keynote, Lisa guides audiences through practical steps to create a culture of enjoyment and engagement. She introduces concepts such as “Crappy to Happy” to improve unglamorous work activities and demonstrates how team members can take accountability for their own enjoyment at work.

Perfect for Leaders and Teams:

- Looking to boost team morale
- Fostering team ownership: Joy is a shared responsibility, and leaders empower team members to shape their workplace experiences
- Introducing Small Habits: Simple, consistent actions build cohesion and accountability better than occasional events

Key Takeaways:

- Design engagement plans and activities that increase satisfaction and reduce turnover
- Foster an ownership mindset that inspires creativity and accountability
- Spread a Positive Ripple Effect: Empower teams to own their joy and workplace experience



The Testimonials

“Lisa was engaging and relatable. We walked away with actionable strategies to help our teams adapt to change, a practical model for analyzing team culture, and emotional intelligence tools to create a Good Ripple Effect in our sphere of influence. ★★★★★”

- **Stephanie Gott , VP of HR, Delta Dental**

“We’ve had the pleasure of hosting Lisa Even twice now. Not only is her content stellar, Lisa is fantastic to work with. She is thoughtful, thorough, and provides relatable tools and actionable strategies that attendees can implement immediately.

The quality of her work is equal across multiple presentation formats. Whether live-streaming a 1:1 discussion for a webinar, presenting in-person where attendees can also stream and participate online, or just working with an in-person audience, she is an impactful presenter.”

- **Allison Violette, Sr. Resource Coordinator ESPN**

“If you are in an industry that deals with toxic culture, love engagement and burnout, or has accountability gaps, book Lisa for your conference! She helps leaders and teams understand their impact and create stronger, more resilient teams. She has Good Ripple Effect!”

- **Kelli Paskert, Chief Operating Officer, Skold Companies**

“Lisa is an energetic and actionable speaker! Her thoughts regarding leadership resonate with executive audiences. She keeps the focus on being outcomes driven, while being lively and thought-provoking. Her examples and nuggets of information that are easy to take with you and incorporate into work or life.

- **Brad Holton, Board Chair, Iowa Society of Association of Executives**

Ask About KEYNOTE ADD - ONS

Interactive Workshop

Extend the impact of your keynote with an interactive workshop that turns insight into action blending inspiration, practical tools, and science backed research.

Post-Event Webinar Series

Extend the momentum beyond the event with a post-event webinar series designed to reinforce key ideas, deepen skill application, and support leaders as they put insights into practice.

Video Course

A self-paced video course designed for sustained impact that reinforces key messages and supports consistent leadership application and skill development.