



PRINCESS  
*Castleberry*

GLOBAL KEYNOTE SPEAKER | EMCEE

Princess Castleberry partners with fast-growing organizations ready to uncover the mindsets, behaviors, and triggers that stall growth initiatives and drain investments—transforming them into levers for lasting success. Using her Live, Lead, and Build Leverage™ Framework and Go Deeper to Grow Faster™ Learning Series, she helps leaders and teams address hidden triggers that perpetuate misalignment and fuel inefficiencies like burnout, conflict, and decision fatigue.

When leaders and teams unlock triggers, organizations unlock capacity and sustainability!

- Resilience to burnout and chronic stress outlasts daily challenges.
- Decision-making becomes sharper and more strategic.
- Conflict Waste™ gets eliminated.
- ROI on growth initiatives increases.
- Total Cost of Risk decreases.

With over two decades of Fortune 500 expertise and education in enterprise risk management, HR, wellness, and learning design, Princess delivers insights few other pro speakers can.

Based in Detroit, MI; Available Worldwide  
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## SIGNATURE KEYNOTE TALKS

### WATCH ME IN ACTION

#### LIVE, LEAD, AND BUILD LEVERAGE™: SKILLS FOR LASTING GROWTH

Why do 66% of the fastest-growing businesses fail to sustain their success? Behind stalled initiatives and shrinking margins are behaviors and triggers that go unnoticed and unaddressed, fueling unnecessary risks like misalignment, Conflict Waste™, burnout, and decision fatigue.

- Learn The Four Hidden Behaviors™ that derail personal, professional, and business growth.
- Assess the impact of your trigger events.
- Transform hidden triggers into levers for **sustainable growth.**

#### ELIMINATE CONFLICT WASTE™

What if the conflicts you're avoiding are the key to your next major breakthrough? This keynote equips leaders with the mindset and practical tools to transform conflict into a strategic advantage—strengthening collaboration, reducing stress, and driving innovation.

- Reframe conflict as a catalyst for progress.
- Master actionable strategies to navigate unseen challenges.
- Empower teams to resolve hidden tensions, reduce inefficiencies, and unlock **sustainable connections.**

#### BURNOUT-PROOF™: BUILDING RESILIENCE FOR THE LONG GAME

Stop avoiding burnout and decision fatigue—embrace them as opportunities for growth. This keynote introduces a bold approach to resilience, challenging outdated strategies that cost organizations billions in lost time, talent, and resources.

- Discover why traditional risk avoidance fails.
- Learn proactive strategies to build operational, mental, and physical resilience.
- Transform chronic stress into a lever for **sustainable health.**

Immersive breakout sessions are available to complement each talk for multi-session opportunities.

Ideal for established and emerging leaders, individual contributors, women in business, and entrepreneurs.



*"You are such an inspiration and I'm bringing back so many valuable lessons from your keynote. Such a pleasure to learn from you! Thank you!"*

Traci Spiegelman, Vice President, Global Media | Mastercard

*"You were amazing, and the presentation 'Burnout-Proof' was exactly what our team needed. The buzz continued throughout the rest of our meeting, and comments continue to flow today. Thank you so much for the targeted and thoughtful approach you took with our team."*

Barbara Rossman, Former CEO | Henry Ford Health Macomb

*"Definitely a highlight of my events planning career!! I'm so blessed our paths crossed and looking forward to working together more on future events that create a lasting IMPACT!"*

Marianne Bogard, CMP, Director, Signature Events | Detroit Regional Chamber

*"LOVED having you lead us! Not just terrific advice onstage but having your presence the entire time was a gift."*

Josh Messinger, Partner | The Room

*"Princess, you were the best! I would recommend you to anybody needing coaching!!"*

Bob Fish, Co-Founder and Co-Visionary | Biggby® Coffee



FINANCIAL



Northwestern Mutual



Project Management Institute, Great Lakes



SUBTA  
Subscription Trade Association



ISA  
INDUSTRIAL SUPPLY ASSOCIATION



OAKLAND COMMUNITY COLLEGE



*"I've seen hundreds of speakers at TEDxDetroit. Literally, one of the very best - Princess Castleberry! You lit up the stage there...you had me taking notes and rethinking things."*

Charlie Wollborg, Producer | TEDxDetroit

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# LIVE, LEAD, AND BUILD LEVERAGE™:

*Then* GO DEEPER TO GROW FASTER

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## The Challenge Leaders and Organizations Face:

Two-thirds of the fastest-growing businesses either shrink, sell at a disadvantage, or fail entirely. Leaders profoundly impact employees' mental health—on par with their spouses and far more than doctors or therapists.

In response to these pressures, organizations invest millions in growth, change, technology, health, and talent initiatives. Yet, they often overlook the root causes of their most critical risks: burnout, decision fatigue, conflict, misaligned priorities, and lack of belonging. These overlooked triggers create misalignment, drain resources, and stall progress, leaving leaders and teams stuck in cycles of inefficiency and frustration.

## The Solution:

In her upcoming book, **Six Ways to Live, Lead, and Build Leverage** (set to be released in Q2 2025), Princess Castleberry presents her foundational Live, Lead, and Build Leverage™ framework. Designed for business and personal application, the book empowers readers to explore and address the underlying risks, mindsets, and behaviors that stall growth and progress.

While its primary focus is on organizational leadership, the framework extends into personal growth, offering tools to build resilience, enhance decision-making, and foster alignment across all aspects of life. By implementing these strategies, leaders and teams can meet today's pressures head-on and achieve sustainable success in their businesses and beyond.



# OUR SERVICES



## SPEAKING

Princess Castleberry partners with organizations around the globe to deliver insightful, actionable, and inspiring keynotes at conferences, summits, and retreats. She also hosts and emcees events.



## ASSESSMENTS

We conduct a host of assessments to help leaders measure the effectiveness of our programs and strategies, in the areas of employee engagement/belonging, conflict, burnout, and employee engagement.



## WORKSHOPS

We design and facilitate more than a dozen customizable topics using Go Deeper to Grow Faster™ Learning Model. We deliver in person and virtual training.



## ADVISORY

We provide a host of enterprise risk management, human resources, and leadership advisory services.



GO DEEPER TO GROW FASTER™

# BREAKOUT/VIRTUAL SESSION TITLES



**DEEP DIVE: LIVE, LEAD,  
AND BUILD LEVERAGE™:  
SKILLS FOR LASTING  
GROWTH**



**DEEP DIVE: ELIMINATE  
CONFLICT WASTE™**



**DEEP DIVE: BURNOUT-  
PROOF™: BUILDING  
RESILIENCE FOR THE  
LONG GAME**



**UNLOCK YOUR IMPACT:  
CELEBRATING WOMEN  
WHO LEVERAGE THEIR  
POWER**



**BRAVING THE REAL  
TRIGGERS OF IMPOSTER  
SYNDROME**



**AIM: ALIGN, IGNITE,  
MANAGE**



**VOICE AND VISION OF A  
LEADER**



**BUILDING BELONGERS  
AND BELIEVERS**



**GOING P.R.O. - POWER  
REFRAMING  
OPPORTUNITIES FOR  
WOMEN**



**GOING P.R.O. - POWER  
REFRAMING  
OPPORTUNITIES FOR  
BLACK FINANCIAL  
FUTURES**



**THE FUTURE OF AI IS  
NOW: PART I**



**THE FUTURE OF AI IS  
NOW: PART II**