



PRINCESS
Castleberry

GLOBAL KEYNOTE SPEAKER | EMCEE

Princess Castleberry partners with world-class leaders and organizations ready to **Solve Real Challenges—Faster and For Good.™**

Using her Live, Lead, and Build Leverage™ framework, she helps leaders uncover the hidden triggers behind misalignment, decision fatigue, burnout, and conflict—then transform them into catalysts for smarter decisions, resilient teams, and sustainable success.

In a high-growth world where the cost of poor decisions is steep, Princess equips leaders with the insights and strategies to turn unseen risks into levers for growth and change.

The Results?

- Burnout and chronic stress no longer dictate performance.
- Decision-making becomes sharper and more strategic.
- Leadership effectiveness increases.

With over two decades of Fortune 500 expertise spanning enterprise risk management, HR, wellness, and learning design, Princess delivers insights few professional speakers can match—turning the way leaders solve challenges into a lasting competitive advantage.

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SIGNATURE KEYNOTES

WATCH ME IN ACTION

LIVE, LEAD, AND BUILD LEVERAGE™: SKILLS FOR SUSTAINABLE GROWTH AND RESILIENCE

- Explore the Live, Lead, and Build Leverage™ Framework's six high-impact skills to strengthen decision-making and adaptability.
- Uncover the hidden triggers and behaviors quietly eroding leadership effectiveness.
- Turn internal friction into levers for innovation, collaboration, and sustained success.
- Equip leaders with practices for resilience and lasting growth.

ELIMINATE CONFLICT WASTE™: HOW TO HAVE CONFLICT AND STILL WIN TOGETHER

- Reframe conflict as a catalyst for growth—not a distraction or drain.
- Develop self-awareness and situational awareness to navigate conflict effectively.
- Turn in-fighting, unchecked triggers, and dead-end conversations into productive dialogue and collaboration.
- Master actionable strategies to navigate, resolve, and reconcile workplace conflicts.
- Eliminate Conflict Waste™ to strengthen alignment, reduce stress, and drive innovation.

BURNOUT-PROOF™: BUILDING RESILIENCE FOR THE LONG GAME

- A fresh, proactive approach to burnout and decision fatigue—stop fighting stress and start managing it effectively.
- Why traditional burnout prevention strategies fail—and what to do instead.
- Practical mental, physical, and technological strategies to sustain energy, focus, and well-being.
- How to reframe burnout as an indicator for smarter leadership decisions.
- Actionable steps to build resilience that outlasts disruption.





"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



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INDUSTRIAL SUPPLY ASSOCIATION



National Association of Women Business Owners



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"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

LIVE, LEAD, AND BUILD LEVERAGE™:

World-class organizations aren't slowing down and growth is accelerating—fast.

Growth doesn't just create opportunity—it exposes hidden risks, gaps, behaviors, and challenges like burnout, decision fatigue, conflict, misalignment, and disengagement.

These aren't just challenges. They're signals. And the best leaders don't ignore them—they leverage them. The difference between leaders and teams that thrive—and those that struggle—isn't effort. It's insight. Insight into what triggers these challenges—both in themselves and in others.

We partner with organizations and leaders to uncover these insights before they stall momentum using our **Live, Lead, and Build Leverage™ Framework**.

Princess Castleberry's upcoming book and digital learning series, *Six Ways to Live, Lead, and Build Leverage™*, is a turnkey leadership development and success planning resource.

It provides a risk-informed framework for identifying and leveraging the insight from the hidden behaviors and triggers that undermine leadership and organizational success. Grounded in real-world leadership challenges, these tools equip leaders to:

- Identify and analyze their triggers—before they escalate into costly mistakes.
- Recognize hidden risks in their teams and transform friction into alignment.
- Sharpen decision-making, increase resilience, and create sustainable momentum.



Launching May 2025

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BREAKOUT SESSIONS & TEAM WORKSHOPS



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



LEVERAGING AI FOR EVENT RISK MANAGEMENT



THE FUTURE OF AI IS NOW: PART I



THE FUTURE OF AI IS NOW: PART II



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



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