



PRINCESS
Castleberry

GLOBAL KEYNOTE SPEAKER | RISK STRATEGIST

Live, Lead, and Build Leverage™, then Go Deeper to Grow Faster™

with Princess Castleberry - a Global Keynote Speaker and Risk Strategist partnering with organizations to expose the root cause of challenges that stall growth initiatives and drain investments.

Leaders and teams face mounting frustrations, stress, and risks and make costly missteps when the root causes remain hidden. With over two decades of expertise in enterprise risk management, HR, and learning design, Princess has guided leaders and teams to improve alignment, decision-making, conflict resolution, safety, and inclusion. Her strategies fuel the self-awareness required to drive top-line growth and protect organizations' people, purpose, and profits.

Princess transforms every keynote into a practical, results-oriented experience that inspires lasting impact. She's been featured at TEDxDetroit and in Fast Company, reaching audiences across North and South America. Princess Castleberry is the trusted voice leaders turn to for creating cultures where risks become opportunities.

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SIGNATURE KEYNOTE TALKS

WATCH ME IN ACTION

UNSTUCK, UNBOTHERED, & UNINTERRUPTED

When leaders get stuck, burned out, and unmotivated, they negatively impact the whole organization. This transformative keynote equips leaders with the insights and tools to uncover risks and behaviors inhibiting their growth to help them resolve challenges and regain momentum.

- Explore Princess Castleberry's Four Hidden Behaviors that cause high-performers to get stuck, lose authenticity, and increase personal or organizational risks
- Gain practical strategies to adapt motives, manage stress and conflict, and sustain meaningful progress, even under pressure

BURNOUT-PROOF™

How do leaders in high-stakes roles sustain their impact without sacrificing their well-being? This thought-provoking, story-driven keynote equips leaders to identify and manage the hidden stressors that undermine performance, ensuring smarter decisions, stronger inclusivity, and sustainable success.

- Pinpoint and actively address personal and professional triggers fueling workplace stress
- Adopt proven strategies to enhance decision-making while fostering an inclusive environment
- Master simple yet powerful physical techniques to reset and sustain energy in demanding roles

HOW TO HAVE CONFLICT: STRATEGIES TO END CONFLICT WASTE™

What if the conflicts you're avoiding could hold the key to your next major breakthrough? This results-driven keynote equips leaders with the mindset and tools to transform conflict into a strategic advantage, strengthening collaboration and reducing stress.

- Reframe conflict as an indispensable tool for achieving organizational growth and driving forward-thinking solutions
- Gain actionable strategies to navigate the inevitable and unseen conflicts that obstruct progress

Ideal Audience for All Programs:
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



Project Management Institute, Great Lakes



"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™: THEN GO DEEPER TO GROW FASTER™

The Challenge:

Two-thirds of the fastest-growing businesses either shrink, sell at a disadvantage, or fail entirely. Leaders also 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.

The Solution:

In her upcoming book - **'Six Ways to Live, Lead, and Build Leverage'** - Princess Castleberry explains her foundational framework "Live, Lead, and Build Leverage™" framework, then offers readers the opportunity to explore her Go Deeper to Grow Faster™ method to enhance their knowledge and application. Princess's approach equips leaders to explore and address underlying risks and behaviors head-on. By uncovering root causes and implementing strategies that drive sustainable high performance and self-awareness, her framework and method enable leaders and teams to meet today's challenges and thrive under their pressure.



OUR SERVICES



SPEAKING

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



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 a host of customizable topics that align with the skills embedded in the Every Leader is a Risk Manager™ skills model. We deliver in person and virtual training.



ADVISORY

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