



PRINCESS
Castleberry

GLOBAL KEYNOTE SPEAKER | RISK STRATEGIST

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

When leaders and teams unlock triggers, organizations unlock capacity!

- Resilience to burnout and chronic stress outlasts challenges
- Decision-making becomes sharper and more strategic
- Conflict Waste™ is eliminated
- Technology plays a supporting role while humanity drives
- ROI increases while the Total Cost of Risk decreases

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

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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? Growth exposes what's hidden. Behind stalled initiatives and shrinking margins are unexamined behaviors and triggers that create misalignment, drain resources, and fuel inefficiencies like burnout and decision fatigue.

- Identify Four Hidden Behaviors that derail growth.
- Explore a practical framework to assess risks.
- Turn hidden challenges into levers for sustainable success.

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 growth.

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 This keynote introduces a bold approach to resilience, challenging outdated strategies that cost organizations billions in lost time, talent, and resources.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 resilience through operational, physical, and technical tools.
- Transform chronic stress into a lever for sustainable growth and thriving teams.

Immersive breakout sessions are available.
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



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 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**, Princess Castleberry presents her foundational Live, Lead, and Build Leverage™ framework. Designed for both 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.



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.