

Enlightening. Entertaining. Empowering

Trudy Bourgeois



TRUDY BOURGEOIS

Author



Trudy Bourgeois is one of America's leading workforce performance strategists. She is an expert on workforce transformation and a highly regarded leader in the field of professional growth. As an acclaimed author, business coach, experiential learning facilitator and sought-after inspirational business speaker, she has reached thousands of people with her positive messages about leadership, learning opportunities, and the search for success and happiness in life.

Acclaimed Facilitator

"Trudy has a gift. She conveys a true spirit of caring in her presentation style. She truly wants her audiences to get value. Outstanding evaluations prove that her passion is making a difference. I give Trudy the highest recommendation possible!"

John McGinty, SVP Sales, The Nestle Purina Pet Care Company

"Trudy is a trailblazer. Her insight on change is spot on. She inspired me to take control of my own destiny, and now I love change!"

Amelia Stroble, Director, Frito Lay

"Excellent! Inspirational! I want every one of my managers to become a hybrid leader. There are powerful secrets in your message that I believe can help my company make significant business improvements. We want you back!"

James White, CEO, Jamba Juice

Business Coach

As a business coach, Trudy draws on her twenty-eight years of cross-functional experience to teach and develop next generation leaders. She deploys a proven personal transformation model, which focuses on enhancing business acumen, organizational effectiveness and personal leadership. She and her coaching alliances have been credited with serving as the platform for increased sales, enhanced productivity and development of leaders who can harness the greatest attributes of the 21st century workforce.

A former corporate sales and marketing executive, Trudy is founder and CEO of The Center for Workforce Excellence.

With over 30 years of cross-functional business experience, Trudy is keenly aware of what is needed to inspire leaders to create workable strategies that improve employee performance.

Her underlying commitment is to provide individuals and organizations with strategies and solutions that will enable them to unleash the greatest potential in every employee.

She is known for delivering programs that are interactive, high-energy and filled with take-away action steps.

In addition to her strengths as a speaker, coach and trainer, Trudy has also been designing conferences for the last five years! She knows what it takes to create an extraordinary experience for an audience.

Having Trudy as a part of your lineup will guarantee your participants a memorable experience!

Try her, you'll see!

Speaking TOPICS

Frequently requested programs...available in keynote, seminar, workshop or retreat formats:

CAREER MANAGEMENT KEYNOTE

Seven Steps to Becoming the Architect, Designer and Owner of Your Career

People who experience breakthrough professional success today have a plan – a personal blueprint for success. And top leaders take ownership for mapping out their careers and designing their own development plans – on purpose. Learn that secret and the 7-step how-to in this session with Trudy as she uses the proven strategies from her book, *Her Corner Office*, as the foundation to enable you to advance beyond the next level!

GENDER AND LEADERSHIP KEYNOTE

Finding the Courage and Confidence to Become an Authentic Female Leader

We are currently experiencing a perfect storm in professional America – a tipping point, if you will – for women to arise and claim their rightful leadership positions within their organizations. The question is: will YOU have the courage and confidence to be one of those women?

GENDER AND LEADERSHIP KEYNOTE

Changing the Game: Innovative Strategies For Harnessing the Power of Female Talent

Lost productivity. High turnover. Low morale. Lost market share growth. These are the costs of overlooking the talent of women leaders. Not to mention the risk of expensive litigation. In today's fiercely competitive environment and economy, organizations simply cannot afford NOT to optimize over 50% of their workforce. Companies have been able to put up a good front with the best of intentions – until now. With the extreme shifts in workforce makeup, with the slowed market and with women standing up as the leaders they are – the time for intrinsic, foundational organizational change has come.

LEADERSHIP KEYNOTE

The New Leader of the 21st Century: Becoming a Coach and People Developer

Leaders who understand today's workforce spend more time authentically investing in OTHERS. To do this, you must master the art of becoming an effective teaching leader – one who is capable of captivating, inspiring and developing your team members. In her book, *The Hybrid Leader*, Trudy fully details how to become this leader.

INSPIRATIONAL / MOTIVATIONAL KEYNOTE

When Life Rattles You to the Core: Finding the Strength to Go On!

In the '60s, Trudy Bourgeois and her family were the first to integrate their Alabama city's Catholic school system. In the '70s, she overcame seemingly insurmountable obstacles to become the first of her family of 10 to attend (and eventually graduate) college. In the '80s, Trudy gave birth to a special needs son. In the '90s, she broke the glass ceiling in the tobacco industry by becoming the first African American woman VP. Needless to say, Trudy has been rattled to the core. She has survived and thrived during confusing times. She knows how to make sense of it all – and use it to her advantage. Let Trudy REFRESH and INSPIRE YOU to do the same...through her touching life story of *choosing success*.

For further information on any of these, please visit 'Speaking' at www.WorkforceExcellence.com and download the detailed overview for each topic.

Clients include: Nestle Purina Pet Care, Kellogg, Procter & Gamble, PepsiCo, ConAgra, Microsoft, Texas Instruments, Frito Lay, The Kroger Company, Intel, WMS Gaming, Walmart, Abbott, Deloitte, National Association of Women Business Owners and many more

