

KEYNOTES & WORKSHOPS

Inspire and Equip Your Audience to Deliver IMPACT

Need a dynamic, engaging, and inspiring speaker for your next event?

Laura Barnard, global influencer and author of the best-selling book *The IMPACT Engine*, delivers **high-energy keynotes** and **workshops** filled with practical insights and proven strategies to drive **meaningful change** and **accelerate business results**.



HIGHLIGHTS

- ✓ 30 Years of Experience in Strategy and Transformation Leadership
- ✓ Real-World Operator Turned Speaker and Global Influencer
- ✓ High-Energy Storytelling and Practical Insight That Empowers Audiences
- ✓ Proven Frameworks That Help Organizations Accelerate Results



YOUR PARTNERSHIP EXPERIENCE

Tailored for You

From discovery to design, every keynote and workshop is built around your goals and audience.

High-Energy Delivery

Dynamic, engaging sessions that inspire action and create lasting IMPACT.

Actionable Takeaways

Participants leave with practical tools and strategies they can use right away.

Momentum Beyond the Event

We reinforce learning with post-event follow-up and resources that sustain progress.

THE IMPACT MINDSET: SIMPLE SHIFTS FOR BREAKTHROUGH RESULTS

Empower your teams to think differently, overcome inertia, and embrace behaviors that turn effort into measurable results.

THE IMPACT ENGINE: 6 STEPS TO ACCELERATE STRATEGY DELIVERY

The secrets to building a high-performing delivery team to drive business transformation and project change.

THE STRATEGY-DRIVEN PMO: FROM COST CENTER TO VALUE CREATOR

Learn how to transform your PMO into a trusted business partner that accelerates strategy delivery and earns executive praise.

LEADING THROUGH CHANGE WITHOUT BURNING OUT YOUR TEAM

It's not resistance—it's exhaustion. Learn how to guide change without burning out your organization.

BUILDING A HIGH-PERFORMING TEAM OF IMPACT DRIVERS

Good project managers deliver outputs. IMPACT Drivers deliver outcomes. Discover how to turn your team into the engine that powers strategy success.

FINALLY FIXING THE STRATEGY TO EXECUTION GAP FOR GOOD

If your big ideas keep stalling, the problem isn't your people—it's your system. Discover the operating system that will add the rocket fuel you need to accelerate your strategy.



**2021 World PMO
Influencer of the Year**

Ready to accelerate your IMPACT?

Ignite a fire within your audience members and employees to drive the business agility and organizational transformation necessary to thrive now and into the future.

PMOStrategies.com/Speaking

SCAN ME



Optional Add On:

Elevate your attendees' experience by providing them with copies of Laura Barnard's game-changing book, *The IMPACT Engine*. This exclusive opportunity allows participants to dive deeper into the frameworks and strategies introduced in the keynote, empowering them to take immediate action and drive real results.

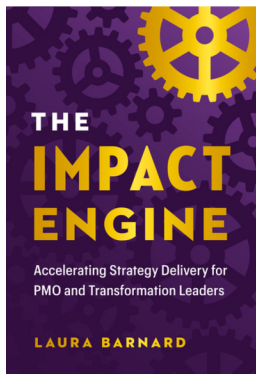


Add a personal touch to your conference with a live book signing event. Laura will be available to meet attendees, sign their books, and engage in one-on-one conversations.

Benefits:

- Creates a memorable experience.
- Reinforces key concepts from the keynote with personalized copies of the book.
- Provides attendees with a tangible resource to implement the strategies discussed.

Our Expertise is Shaping the Industry



CEO **Laura Barnard** is the author of *The IMPACT Engine: Accelerating Strategy Delivery for PMO and Transformation Leaders*. She is globally recognized for her innovative approach to PMO and transformation and in 2021 she was awarded the World PMO Influencer of the Year.

THE IMPACT ENGINE

**Accelerating Strategy
Delivery for PMO and
Transformation Leaders**



**Drive high-
IMPACT business
value with a
game-changing
strategy delivery
system.**

Organizations must accelerate strategic results to thrive, and they need you in the driver's seat. How do you achieve this, even when firefighting is the norm? With three decades helping organizations deliver change, 2021 World PMO Influencer Laura Barnard unveils the system she uses with clients and students to evolve stagnant project and transformation teams into nimble, business-driven delivery engines.

The IMPACT Engine is a comprehensive playbook that will help you accelerate business value, deliver sustainable change, drive higher ROI, increase stakeholder buy-in, and earn your place guiding organizational priorities.



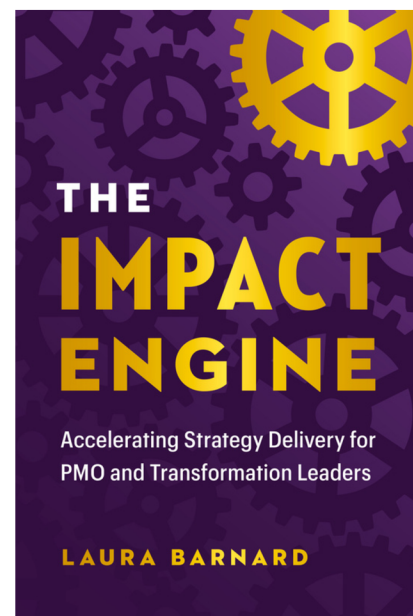
Following the six-stage road map, you will embrace the IMPACT Driver Mindset, secure quick wins, and scale value while addressing shifting business priorities—the key to sustained relevance at the leadership table as the Strategy Navigator your C-Suite needs by their side. Packed with real-world examples and downloadable tools, this system will help you ignite high-performance delivery across the organization.

An Innovative Leadership Approach Focused on Business Value

It's not enough to train your leaders in project management skills; they must also know how to lead others through change, closing the gap between strategy and execution.

The IMPACT Driver Leadership workshop will equip your Project, Program, and Portfolio Leaders with the skills to manage and lead complex change initiatives that align with Universal's strategic goals. It includes the vital mindset shifts necessary to go beyond the tools and techniques to the business and leadership competencies that are necessary to close the gap between strategy and execution in a way that drives a higher focus on achieving intended business outcomes, not just project deliverables.

By mastering these frameworks, leaders will be prepared to lead change with more presence, purpose, and better business results, resulting in increased ROI and long-term success for the company.



Tangible results:

- ✓ **Faster project execution**, increasing successful business outcomes.
- ✓ **Strategic alignment** of initiatives with business goals.
- ✓ Project teams **focused on business outcomes** over just deliverables.
- ✓ Stronger **leadership presence** for impactful, confident decisions.

Typical PM Training Focus

- PM "Mechanics"
- Scope, Schedule, Cost
- Tools + Templates
- The "Consistency Straitjacket"
- "Sit and get" training without application

IMPACT Driver Workshop Focus

- Strategic leadership and influence
- Maximizing value and return on investment
- Organizational change management
- Promoting a "How might we...?" mindset
- Hands-on business-centric application

Guiding Your Journey

Shifts We'll Teach to Support Your Company's Growth

➤ INSTILL FOCUS

We understand that our job is to solve business problems, not project problems. We create an environment and team that is dedicated to leveraging the best of project management to meet the needs of the business, understanding that emphasis is on the business solution and the outcome we are helping the organization achieve.

➤ MEASURE OUTCOMES

There are even better ways to define project success than the triple constraint (time, scope, cost) and Earned Value Management (EVM). We will develop metrics and mechanisms for ensuring we are achieving the business goals - the OUTCOMES INTENDED for each project, not just the outputs.

➤ PERFORM RELENTLESSLY

There's a lot more to project management than waterfall methodology, or any other implementation methodology, and we will focus on finding the best way to implement each project, all projects across the portfolio, and ensure that we will not fall victim to methodology wars to the detriment of achieving successful project outcomes.

➤ ADAPT TO THRIVE

People are not resistant to change, they are resistant to having change done to them. We learn new ways to bring people with us through the change process so that we can create the necessary alignment to accelerate business change.

➤ COMMUNICATE WITH PURPOSE

Our job is to facilitate effective and transparent communication, removing overhead and administration for project communication so that stakeholders have the information they need to make educated and informed decisions in a timely manner. We will educate, inform, and help build project management understanding and capability across the organization.

➤ TRANSFORM MINDSET

The PMO and project management (regardless of methodology) is the key to helping an organization deliver on its strategy. We will embrace our role as Strategy Navigator™ for the organization so that we can accelerate the return on investment for every project.