



**Introducing Motivational
Keynote Speaker,
Productivity Expert,
and Best-Selling Author**

LAURA
STACK
The Productivity Pro®

Meet Laura

Laura Stack, MBA, CSP, CPAE, is best known by her moniker “The Productivity Pro®”. Stack is an award-winning keynote speaker, bestselling author, and noted authority on employee and team productivity. She is the President & CEO of The Productivity Pro, Inc., a boutique consulting firm dedicated to helping leaders increase workplace performance in high-stress environments. Stack was the 2011-2012 President of the National Speakers Association.

For over 25 years, Laura Stack’s keynote speeches and seminars have helped associations and Fortune 1000 corporations improve output, increase speed in execution, and save time in the office. She is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to deliver bottom-line results. Stack is a member of the prestigious CPAE Speaker Hall of Fame and has earned the Certified Speaking Professional (CSP) designation.

Laura Stack is the bestselling author of seven books published by Random House, Wiley, and Berrett-Koehler, including her newest, *Doing the Right Things Right: How the Effective Executive Spends Time* (Jan. 2016). Her books have been published in more than 20 foreign editions, and she is a featured columnist for the *American Business Journal*, *LinkedIn*, *Time Management*, and *Productive* magazines. Stack has produced more than 50 online training programs.

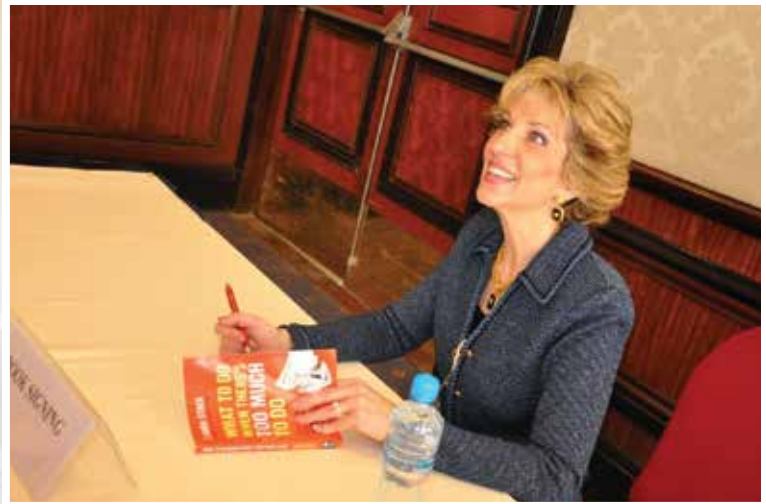
On stage, Laura is a powerhouse of ideas, and more importantly, ACTION—just what you need to propel your team and organization to all new levels. Speak with Laura one-on-one about building a program JUST for your next event.



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Sound like a good fit for your audience?

Finding the right keynote speaker to bring the perfect combination of motivation, value, content, and hands-on how to take-aways can be a challenge. With 25 years of experience bringing change-producing, production-fueling strategies and solutions to organizations around the globe, you can trust Laura Stack to energize and inspire your audience in ways that impact their lives for years to come. Contact us today to discuss which topic is perfect for your team and event! Laura will customize her presentation to your audience's specific needs.



Laura Stack Is The Productivity Pro—The Go-To Productivity Expert for Leaders, Teams, Salespeople, and Professionals!

- Is your team overwhelmed, distracted, and inefficient, with not enough hours to accomplish their tasks?
- Are deadlines being missed and balls being dropped due to poor time management and follow-up systems?
- Are you paralyzed by an overwhelming inbox and to-do list?
- Is execution suffering because employees lack structure and an inability to quickly drive results?

If you answered yes to any of the above questions, Laura Stack can help!

Hall of Fame keynote speaker Laura Stack is a productivity and performance expert who helps teams improve output, execute faster, and increase profitability. Laura's mission is to create high performance cultures by helping your team:

- Deliver bottom-line results and higher profits in minimum time
- Improve workflow, organization, and time management
- Prioritize and focus on high-value activities that drive productivity

If you want to get more productivity (and profit!) out of your most important asset — your employees — then hire Laura to speak at your next meeting! They will get more done, with less stress, and feel great about it.

Books by Laura Stack



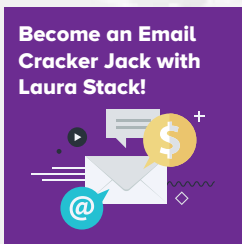
Presentations by Laura Stack

These presentation topics can be presented in as little as 60 minutes or up to five hours. Choose from the list or speak with Laura one-on-one about building something just for your next event. Laura always customizes her presentations based upon the specific challenges, messaging, or theme you'd like her to incorporate.



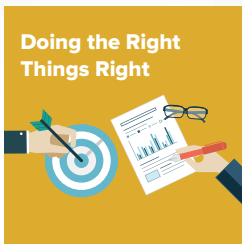
Attack of the Productivity Suckers! The Four Things That Suck the Productivity Right Out of You... and How to Fight Back!

You work hard. You know how to make lists and check things off. You really want to be productive. But everyone and everything else keeps ruining your plans! So many things keep us from doing what we know we should be doing, and we are so distracted, it's difficult to concentrate on high-value activities. In this funny, high-energy program, Laura Stack aka The Productivity Pro®, reviews the four main things that suck the productivity right out of you! Using fun cartoons, videos, exercises, and anecdotes, you'll discover your biggest productivity suckers and take away some practical tools to defend yourself.



Become Email Cracker-Jack with Laura Stack! Managing Microsoft Outlook and Dealing with Digital Overload

Microsoft Certified Outlook Expert Laura Stack is the Queen of Email Productivity. This seminar will give you solutions for some of your most challenging Outlook questions! Includes a reference workbook with screen shots and detailed, step-by-step instructions, as well as an optional 12-hour online followup training curriculum. Laura will help you overcome your fear of something falling through the cracks, because her system is bullet-proof! This session will teach you Laura's Top Ten Strategies for Email Management.



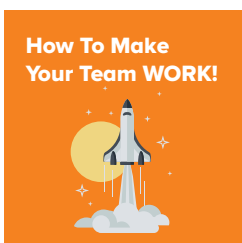
Doing the Right Things Right: How the Effective Leader Spends Time

Leaders have a lot to manage—they must handle the day-to-day operational responsibilities of their jobs, guide their teams, and think about strategic initiatives. As a result, they often struggle with time management and life balance. Based on her book of the same title, *Execution IS the Strategy: How Productive Leaders Get Things Done Through Others*, Laura's 3T Leadership model identifies where effective leaders spend their time: Strategic Thinking (Business), Teamwork (Employees), and Tactics (Self), and then offers insights from her 25 years in the trenches on how you, your team, and your organization can be more efficient in each.



Execution IS the Strategy: How Productive Leaders Get Things Done Through Others

Laura Stack believes that creating a strategy isn't the biggest leadership challenge—it's executing the strategy. If you know your strategy is right on, how do you get your team to nail it? In this innovative program, Stack discusses how her L-E-A-D Strategy™ helps leaders quickly drive strategic initiatives and get great results from their teams. Organizations will create better results if leaders can create agile cultures, full of strategic thinkers.



High-Performance Teams: How To Make Your Team WORK!

Teamwork is the core foundation of your organization. When you can help your team members become more productive, cohesive, and synergistic, you'll create an unstoppable force that can take your company anywhere you want to go. Laura Stack's T-E-A-M model will help facilitate this shift. By helping employees think about how their actions impact others, tighten systems so things don't fall through the cracks, and create office protocols to help each other save time, you'll create a more productive team environment.

Presentations by Laura Stack

SuperCompetent: The Six Keys to Perform at Your Productive Best



SUPERCOMPETENT®: The Six Keys to Perform at Your Productive Best

In this keynote, emerging leaders, high potentials, and new leaders will learn how to achieve peak performance in the workplace. In this competitive economy, just being able to do your job is no longer enough. Competence is expected; you've got to be SuperCompetent to get an edge. SuperCompetent will give you proven methods to reach your maximum potential and achieve breakthrough results. You'll get to your productive best by mastering six keys to peak performance.

The Seven Daily Habits of Highly Profitable Salespeople



The Seven Daily Habits of Highly Profitable Salespeople

What separates an average salesperson from a high-performing salesperson? They spend more time on activities that produce sales and less time on those that don't. Simple concept? Yes, but difficult to implement in reality, because most traditional sales training doesn't focus on productivity, and "old school" time management techniques have little application for the salesperson. In this session, you'll learn "real world" methods to manage your schedule, tasks, devices, follow-ups, and email.

The STACK ATTACK: Mastering Workflow



The STACK ATTACK™: Mastering Your Workflow, Time, Tasks, and Email

Laura STACK will help you ATTACK your organization, email, and time management systems. You will arrive with your smartphone, tablet, laptop, time management system, to-do lists, calendars, and an open mind. You will leave with an empty email inbox, a new organizational system, and a brand-new time management methodology. After this day, you will always know what to do with any piece of information that enters your life. You will watch Laura's demonstrations of how she actually runs her workflow and receive coaching and direction while you do it.

10 Habits of Highly P-R-O-D-U-C-T-I-V-E People



The Ten Habits of Highly P-R-O-D-U-C-T-I-V-E Professionals! How to Get More Done in Less Time and Feel Great About It.

Productive people exhibit these ten traits: (1) Preparation, (2) Reduction, (3) Order, (4) Discipline, (5) Unease, (6) Concentration, (7) Time Mastery, (8) Information Management, (9) Vitality, and (10) Equilibrium. Using hysterical videos to illustrate how you should NOT do things, Laura then shares the habits that professionals SHOULD use to perform at their productive best!

What to Do When There's Too Much to Do



What to Do When There's Too Much to Do: Reduce Tasks, Increase Results, and Save 90 Minutes a Day

Everyone is so overwhelmed with demands today, it's not uncommon for professionals to work 60 hours a week or more. Stop trying to "do more with less"! Instead, "do less and achieve more!" You'll learn how to scale back—reduce, reduce, reduce is Laura's mantra. Laura shows how you to separate the productive wheat from the nonproductive chaff, hone in on high-value tasks, and focus on their execution. You'll find dozens of ways to shrink your to-do list, calendar commitments, distractions, interruptions, information overload, inefficiencies, and energy expenditures. You'll see how you can achieve maximum results in minimum time.

Workflow Mastery: Organize Your Time, Tasks & Inbox



Workflow Mastery: Organize Your Time, Tasks, and Inbox

Laura Stack is better at workflow than 99.9999% of people in the world and is the skill that truly sets her apart from all productivity experts. It requires mastery of email handling, planning, scheduling, project, time, and task management, prioritization, and organization. Workflow is the "secret sauce" that separates ordinary performers from the extraordinary. Having these skills will set you apart from the rest. Your team will function at optimal levels with everyone using the same system. Laura's method is bulletproof. Inboxes are empty, and multiple to-do lists are integrated into a single, consolidated system.

Why Laura?

Why Book Laura?

Funny, engaging, and full of real life strategies that work, Laura will change mindsets and attitudes so your team can maximize productivity, strengthen performance, and get the job done right. Her presentations help audiences improve output, increase speed in execution, and save time in the office. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to deliver bottom-line results.

With Laura, you'll get:

- Peak performance skill building
- High-insight content
- Incredibly contagious energy
- Customized content that hits home
- Greater team productivity and efficiency
- Bottom-line results



Laura's Difference:

- Platform Skills: Speaker Hall of Fame Inductee (fewer than 200 worldwide), Certified Speaking Professional (CSP), and over 1,000 presentations to Fortune 1,000 companies and associations
- Media Credibility: Noted authority featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, the New York Times, USA Today, the Wall Street Journal, Entrepreneur, and Forbes magazine
- Published Author: Laura is the bestselling author of seven books published by Random House, Wiley, and Berrett-Koehler, with 20 foreign editions
- Featured Columnist: Writer for the American Business Journal, Huffington Post, LinkedIn, Salesforce, Time Management, and Productive magazines
- 3rd Party Influencer: Spokesperson for Fellowes, Microsoft, 3M, Skillsoft, Office Depot, Day-Timer, and Xerox
- Highly Educated: MBA, University of Colorado (focus on Organizational Behavior); B.S. Business Administration, University of Colorado
- Association Leader: 2011-2012 President, National Speakers Association; board member for ten years
- Married and mother of three

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Laura Stack Customizes Her Presentations Based on Audience, Type of Meeting, and Challenge Areas

AUDIENCE	MEETING TYPE	CHALLENGE AREAS	KEYNOTE	SEMINAR TOPICS	BOOK
C-Suite Senior VP VP Director	Leadership meetings Retreats Association Meetings	<ul style="list-style-type: none"> • Slow Execution • Lack of focus on strategic issues • Managing vs. Leading • Change Resistance 	<p>“Execution IS the Strategy: 36 Execution Obstacles”</p> <p>(Custom assessment for each group)</p>	<ul style="list-style-type: none"> • Strategy Execution • Agility • Creating High-Performance Workplaces • Employee Productivity 	<p><i>Execution IS the Strategy: How Leaders Create Maximum Results in Minimum Time</i></p> <p>See: <i>ExecutionIsTheStrategy.com</i></p>
Mid-to-Senior Level Managers Line Managers Sales Managers (Has Direct Reports)	Management meetings Team meetings Association meetings	<ul style="list-style-type: none"> • Collective productivity • Process inefficiencies • Team performance • Lack of focus • Too many meetings 	<p>“Doing the Right Things Right: How the Effective Leader Spends Time”</p> <p>“Super Competent”</p>	<ul style="list-style-type: none"> • Team productivity • Delegation • Meeting management • Collective focus • Process Improvement • Planning 	<p><i>SuperCompetent</i></p> <p><i>Doing the Right Things Right</i></p>
Sales Pros Staff Positions Corporate Office Individual Contributors	All-hands event Staff meetings Department meetings Onsite Training Sales meetings Association	<ul style="list-style-type: none"> • Distraction • Too many emails • Poor time management and scheduling • Disorganized • Wasting time • Burnout and overload 	<p>“What to Do When There’s Too Much to Do”</p> <p>“Attack of the Productivity Suckers”</p> <p>“How to Be PRODUCTIVE”</p>	<ul style="list-style-type: none"> • Outlook skills • Life balance • Stress management • Time Management • Interruptions • Concentration • Prioritization Scheduling 	<p><i>What to Do When There’s Too Much to Do</i></p> <p><i>Leave the Office Earlier</i></p> <p><i>The Exhaustion Cure</i></p> <p><i>Find More Time</i></p>

Media Presence

Laura Stack is a columnist for the Huffington Post, the Business Journal, and LinkedIn, and she has been featured in a multitude of newspapers and magazines.



The New York Times



THE WALL STREET JOURNAL.



The Washington Post

What Some of Laura's Delighted Clients Have to Say...



"Laura Stack provided an outstanding service to our group with solid insights as to how we can become a more productive team. She is an expert in helping groups become more efficient in their everyday work life. Laura works closely with her clients to apply her area of expertise directly to a clients' specific situation. She has a personable, high energy style that engages the audience throughout her program."



"You truly are incredible! You are the perfect speaker for any audience and the perfect person to partner with! You "get it," so much more than an amazing presentation. You customized to our audience, used their buzzwords and incorporated whatever I asked into the presentation. Received terrific feedback from anyone I spoke to today. Thank you so much!"



"Thank you for speaking to our top leaders at Westar Energy. You were outstanding! Our leaders had some excellent and actionable items that they can add to their Capability Bucket and directly apply on the job."



"Your visit with our staff was amazing. More than I could have hoped for and just the right energizer to get us on track. The systems you helped us work out will keep us on track and our productivity numbers increasing. The staff sees a way to do their jobs and still have time to really communicate with our clientele. Your positive approach empowered all of us to seek higher levels and accomplish more. Thank you!"



"Laura provided my leadership team and me with a well-run and interactive session on productivity. Laura has a wonderful personality and the things she taught us were able to be put to use immediately. Our group has always been productive but Laura's coaching made us better. She is a subject matter expert, has superb people skills, and I would recommend her services to anyone!"



"Laura Stack gave us several new ideas that we were able to implement immediately within our organization, including scheduling techniques, email management, and meeting protocols. I received emails from participants following her presentation, reporting the early wins they were having with her methods."

Delighted Clients



“Laura is even better in person than she sounds in all her books, which is hard to imagine. Watching Laura work with our sales organization, and seeing the immediate impact she had, was overwhelming. Our top sales performers asked, ‘When can we have her back?’ Her processes and approaches to maximizing your productivity are tangible and easy to implement.”



“As a presenter, you are one of the best in the business. Your ability to use humor, personality, and maintain passion for excellence is absolutely phenomenal. Your mechanics of movement, eye contact, voice inflection, and gestures are second to none. I suspect that all rolls back to the passion you have for your chosen topic. The Productivity Workflow Formula you developed is sound, based on fact, and very relevant to the times we live rather than some overused, bizarre cliché like ‘You waste your time, you waste your life.’ It was my high honor to meet you, and I look forward to seeing you again.”

Our Clients



Awards and Recognition



Congratulations to Laura Stack on her induction into the Speaker Hall of Fame!

Productivity Keynote Speaker Laura Stack, MBA, CSP, CPAE, was one of five recipients of the CPAE designation from the National Speakers Association on July 21, 2015 in a gala celebration in Washington, DC.

"I'm humbled to be a part of such an amazing community of professionals and honored to receive this prestigious award," Stack said. "I greatly appreciate my peers' recognition of my career-long efforts to help professionals save time and increase their productivity and performance."



Admission into the CPAE Speaker Hall of Fame® is a lifetime award for speaking excellence and professionalism. Inductees are evaluated by their peers through a rigorous and demanding process. Each candidate must excel in seven categories: material, style, experience, delivery, image, professionalism and communication. Up to five new inductees are named each year at the NSA National Convention. There are currently 168 living members of the CPAE Speaker Hall of Fame®.



Conferred by the National Speakers Association, the CSP is the speaking profession's international measure of professional platform competence. Meeting planners looking to hire the best of the best know those with the CSP designation have a commitment to the profession, top-notch speaking ability, and a track record of professionalism and success. About 12 percent of the 5,000 + speakers worldwide currently hold this professional designation.

Laura Stack's 5-D Keynote Development Process



Assess Your Audience's Performance and Productivity Challenges Before Laura's Talk

Before Laura speaks to your group, she recommends an online assessment to nail down the challenges your audience, leadership team, or department is facing. After our conference call, we'll jointly determine which assessment is appropriate for your group.

Laura's surveys have been reliability and validity tested by the University of Nottingham in the UK. The Cronbach's Alpha score measures how reliable a test is, and it should be as close to 1 as possible. Our questionnaires are between .947 and 0.994, so these are very strong statistically significant scores.



The 3T Leadership Assessment from Laura Stack's book, *Doing the Right Things Right*, measures where leaders are currently spending their time and improvement opportunities to be more effective and efficient.



The Execution Quotient (EQ) Assessment from Laura Stack's book, *Execution IS the Strategy*, measures a leadership team's perceived strengths and weaknesses of its strategic execution process.



The Productivity Workflow Formula (PWF) Assessment from Laura Stack's book, *What to Do When There's Too Much to Do*, measures workflow inefficiencies and highlights where a worker wastes time.



The SuperCompetent (SC) Assessment from Laura's book, *SUPERCOMPETENT*, measures high potentials and emerging leaders on the six keys to perform at their productive best.



The Energy Quotient (EQ) Assessment from Laura's book, *The Exhaustion Cure*, measures a person's energy level and diagnoses where they could boost their energy levels.



The Productivity Quotient (PQ) Assessment from Laura's book, *Leave the Office Earlier*, measures ten competencies of personal productivity in the workplace and suggests improvement opportunities.

Keep the Learning Going Long After Laura Leaves!

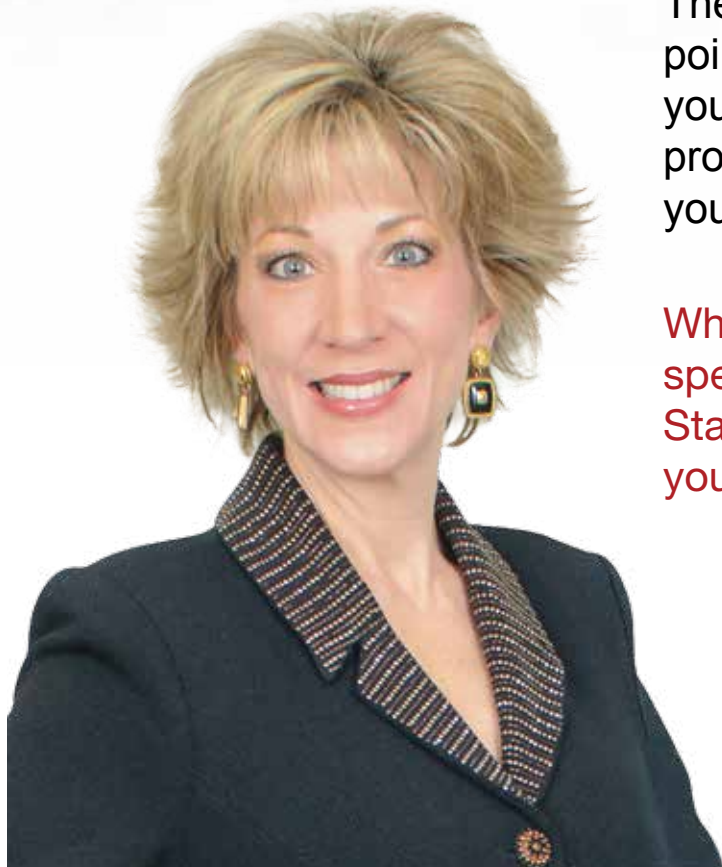
A One-Year Productivity Continuity Offering

Do you struggle with keeping the momentum going after training? Worry about participants actually doing something different with the information they receive from a speaker? Not anymore! Welcome to Laura Stack's one-year productivity continuity program for leaders. This series will provide reinforcement of the concepts from Laura's presentation long after she's gone!

Each week, participants will receive an email with a link to that week's video, which is approximately 5 minutes in length. Each video comes with a transcript and a "training blueprint" with key points, discussion questions, and an exercise to help leaders take the learning back to their teams.

These videos provide valuable discussion points for staff meetings! You'll be well on your way to creating a culture of productivity on your team and throughout your entire organization.

When purchased at the time of a speaking engagement with Laura Stack, \$2500 includes a license for all your attendees!



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Book Laura at your next meeting!

The Productivity Pro, Inc. specializes in productivity improvement in high-stress organizations

Speeches and seminars on improving output, lowering stress, and saving time in today's workplaces

Breakout sessions cover every dimension and challenge you may be facing with personal productivity and performance

Customized topic content, duration, and delivery modality based on your audience's or team's requirements

Nearly twenty-five years of in-the-trenches experience with Fortune 500 organizations

YES, I'd like to bring Laura in to speak at an upcoming meeting!

Please call us at 303-471-7401 or
Email Laura@TheProductivityPro.com

Thank you!

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