

# Keynote

## The Cost of Culture: ECHOs of Leadership

What would you learn about reflective leadership if you mopped the floors, stocked the shelves or made the deliveries?

For many, we bear titles such as Leader, Manager, Director, Vice President, Owner, and Executive. They define and claim us, creating not only expectations but new ecosystems where we risk becoming disconnected from our roots.

You may have felt that disconnect with phrases like, “Home Office said we have to do it this way even though it doesn’t make sense.” You’ve seen it in an Us vs. Them culture that divides and compartmentalizes humans via the lines of an organizational chart. Organizations have paid the price in low quality candidates, poor engagement and high turnover.

As a Fortune 200 executive, Nora Burns witnessed this phenomenon and its cost to organizations. She focused in on understanding the disconnect and bridging the gap between titled and informal leaders while remaining in touch with all levels of the organization.

Nora’s insights regarding leadership aren’t strictly from her time as an executive or her leadership experience over a 30+ year career, but also from her unique research, The Undercover Project™. She has been on over 250 job interviews as The Undercover Candidate™ (that is NOT a typo, 250 job interviews across the United States). She also worked for five (5) well-known brands on the front lines...undercover. In the years she invested analyzing leaders and working as The Undercover Employee™ for big brands, Nora uncovered some truly remarkable stories. Stories your leadership team needs to hear.

These stories tie together important content. In her keynote, Nora shares the four key attributes that create ECHOs of leadership from the boardroom to the front-line employee breakroom, and all points in between.



### **Nora Burns – Keynote Speaker, Consultant, and Executive Retreat Facilitator**

Leadership & Workplace Culture Expert

Want to explore working with Nora?  
We would be delighted to talk with you!

**The Leadership Experts**

**303.578.8518**

**[Hello@TheLeadershipExperts.com](mailto>Hello@TheLeadershipExperts.com)**

# This is PERFECT for our Organization! Now What?

## First Step: Let's Connect You Via Phone or Zoom Video

Critical to the success of your event is ensuring that we're the right fit to work together.

This initial conversation will provide the opportunity for us to talk through your event goals, key event information (including checking date availability, of course) as well as allowing you to get an even stronger sense of Nora's style and approach to her work

You can book a conversation in a variety of ways based on your communication style & preference.

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E-mail: [Hello@TheLeadershipExperts.com](mailto:Hello@TheLeadershipExperts.com)

Website: [www.TheLeadershipExperts.com](http://www.TheLeadershipExperts.com)

Calendar Booking Site: [www.NoraCalendar.com](http://www.NoraCalendar.com) (Pre-Event Discussion)

## Fast & Easy FAQs

- Will Nora tell us where she applied as The Undercover Candidate™? Ummmmm, no.
- Will Nora tell us where she worked as The Undercover Employee™? Ummmmm, no.
- Will Nora conduct an Undercover Project™ Audit of our business or members? Ideally, yes. Let's talk!
- Will Nora travel to \_\_\_\_\_? Yes. (YES! Please let that blank be Maui!)
- Is Nora fully vaccinated against COVID19? Yes. (She is glad to provide proof if requested.)
- Is Nora willing to offer her keynote virtually? Yes. (And has a full studio set up to do so.)
- Does Nora work with Bureaus? Yes, select speaker bureaus with which she has relationships. She also books direct. One of the questions we ask during the initial conversation is how you learned about Nora and her work in leadership & workplace culture.

