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Manager or Leader? Why the Distinction Matters More Than Ever. Gallup found that only 18% of managers are good at leading, and only 10% have natural management talent. Yet we keep promoting people based on technical skills and hoping they'll figure out the human side. They won't. In an era of quiet quitting, bare-minimum Mondays, and "act your wage," the leadership competency gap isn't just costing you talent, it's destroying your culture. This session reveals the specific competencies that separate managers from leaders, why most organizations confuse the two, and how to develop both in service of business outcomes and human flourishing. Key Takeaways: The critical distinction between managing and leading, and why you need both The essential competencies that distinguish leaders from managers, and the 4 foundational skills both roles require Why promoting your best individual contributors can create your worst managers How to assess and develop leadership competence before the promotion (not after)

Leading with Merit and Accountability: Beyond DEI. The dismantling of DEI programs has created a leadership vacuum and an unprecedented opportunity. Organizations that rush to fill it with "colorblind" policies or retreat to old-boy networks will fail. This keynote reveals how to build genuinely meritocratic systems using competency-based assessment, transparent promotion criteria, and accountability frameworks that work for the 5% in leadership roles and the 95% building careers. You'll learn why merit was never the enemy of diversity, and how conscious leadership creates both excellence and equity. Key Takeaways: Why DEI programs failed both leaders and employees, and what to build instead The competency-based framework that replaces subjective "fit" with objective assessment How to hold leaders accountable for hiring and promoting the best talent Practical tools for employees to own their career trajectory in merit-based systems

Power, Influence, and Integrity: Navigating Today's Workplace. Return-to-office mandates. Generational warfare. AI disruption. Mass layoffs alongside record profits. Today's workplace isn't just political, it's a battlefield where the rules change weekly. The professionals who thrive aren't playing the old game of sucking up and staying quiet. They've learned to navigate power with integrity, advocate without alienating, and build influence when the org chart is meaningless. This session decodes the new political landscape and gives you the tools to rise above while getting ahead. Key Takeaways: Why old "office politics" advice (keep your head down, wait your turn) will destroy your career now The 3 power dynamics every professional must understand in hybrid/remote/RTO chaos How to advocate for yourself without becoming "that person" Reading energy and intention: What competency-based assessment reveals about workplace dynamics

Five Generations, One Workplace: Leading Across the Divide. For the first time in history, five generations share the workplace, and they can't agree on anything. Boomers want respect. Gen X

wants autonomy. Millennials want purpose. Gen Z wants boundaries. Gen Alpha is coming in hot with expectations that terrify everyone. Meanwhile, leaders are expected to motivate, retain, and extract performance from all of them simultaneously. This keynote cuts through the generational stereotypes to reveal what actually drives performance across age groups: competency, clarity, and conscious leadership that honors what each generation needs to thrive. Key Takeaways: Why generational "programs" fail and what actually works The competency framework that transcends age and experience levels How to coach, manage, and lead when your team spans 40 years of workplace evolution What Gen Alpha will demand, and why preparing now gives you a competitive advantage

Conscious Leadership in Uncertain Times: Building Resilient Workforces. Uncertainty has become the new normal, affecting workplaces and individuals alike. A 2016 Gallup poll found that only 18% of managers demonstrate a high level of talent for managing others, meaning that a staggering 82% lack the necessary leadership skills. Conscious leadership—leading with self-awareness, empathy, and integrity—is the key to navigating this turbulence while fostering resilience and growth. In this talk, Ginny Clarke outlines three essential pillars for thriving in today's evolving workplace. By embracing these principles, leaders can transform uncertainty into an opportunity for innovation and collaboration. Key Takeaways: Why 82% of managers lack core leadership skills—and how competency-based assessment fixes this How to align systems, processes, and people with evolving organizational needs Practical strategies for leading with self-awareness, empathy, and integrity during constant change

Leading from Where You Are: The Five Dimensions of Conscious Leadership. Ginny shares elements of her personal and professional story to illustrate the power of acknowledging, honoring and speaking our past as a way of harnessing our full potential. She demonstrates how this practice can embolden leaders at all levels to contribute to workplaces that honor humanity and drive meaningful change. Conscious leadership is the practice of leading with self-awareness, intentionality, and a deep understanding of how our actions impact others and the world around us. In this inspiring talk, Ginny Clarke introduces the Five Dimensions of Conscious Leadership: Know Yourself, Speak Your Truth, Inspire Love, Expand Consciousness, and Activate Mastery. These dimensions serve as a framework for self-awareness, authentic communication, and empathy-driven leadership. It's about creating positive change from wherever you are. Key Takeaways: How one's personal narrative becomes a leadership tool for authenticity and connection Why conscious leadership doesn't require a title, and how to practice it at any level Practical applications for creating human-centered cultures that drive meaningful results

WORKSHOP: Career Mapping: Charting Your Path with Purpose. Today's workforce is motivated not just by salary, but by culture, career growth, and meaningful work. Ginny Clarke, a renowned expert in conscious leadership and talent strategy, has developed a Career Mapping framework that empowers individuals at all levels to take ownership of their professional journey. As a former executive recruiter at Google and global executive search firm, Spencer Stuart, she has helped

countless professionals navigate career transitions by focusing on competencies, the foundational skills and behaviors that enable movement across roles, industries, and sectors. In this interactive workshop, Clarke shares the proven strategies from her book, Career Mapping: Charting Your Course in the New World of Work, to help employees and leaders create purpose-driven career paths that align with their skills and aspirations. By fostering a culture of learning and development, organizations can retain top talent, enhance engagement, and build a workforce that is prepared for the future, all while embracing the principles of conscious leadership to support employee growth and fulfillment. Key Takeaways: The Career Mapping framework that helps professionals move across industries/sectors roles, and functions How to identify and articulate your functional and leadership competencies beyond job titles and experience Strategic networking and relationship-building practices that open unexpected opportunities How organizations can use Career Mapping to retain top talent and build engagement