

Carla Ondrasik

Author of Stop Trying | Leadership & Performance Expert on the Power of Doing

From Intention to Impact. Designed to create immediate and long-lasting results, this inspiring talk is for business leaders in sales and marketing, entrepreneurs, and innovators alike. Carla Ondrasik reveals a hidden performance lever we all possess but are not actively using—one that immediately transforms intentions into results. Delivered with passion and a dose of fun, Carla encourages us to bravely proclaim what we are willing to do in order to get what we want. Success is not determined by our intention alone. True success is built when what we say we want is reflected in what we do every day. By replacing the concept of “trying” with the decisive action of “doing,” she shows audiences how to access the execution, momentum, and measurable outcomes that we all strive for. Alignment between goals and action is what turns vision into revenue, intention into impact, and effort into real market growth. Keynote speaking points: Executive language sets the culture: when leaders say “let’s try,” the organization hears, “it’s optional.” Clarity at the top eliminates hesitation downstream—and speed becomes a competitive edge. Doing creates confidence for customers and sellers. Buyers trust decisiveness. Sales leaders who demand action, not intention, create teams that move deals forward instead of managing excuses, blame, or lack of accountability. Aligning our goals with actions begins with understanding the neuroscience behind and cultural contributors of a “trying mindset.” How a trying mindset can cost you more than you think!

STOP TRYING: THE POWER OF DOING. For anyone who’s ever thought or said, “I’m trying so hard but nothing is happening!” Author Carla Ondrasik refutes the deeply held belief that trying is the first step toward change. In this talk, entrepreneurs, business leaders, sales teams and audience members young and old will be charged with the task of “unlearning” everything we thought we knew about the word try! With this powerful mindset shift, author and creator of the No-Try philosophy, Carla Ondrasik draws on 25 years of experience, behavioral studies, and neuroscience to inspire confidence, leadership, and goal achievement. Simply put, trying isn’t doing. We unknowingly put our potential for success in second place when we try to make anything happen because trying softens accountability, lowers expectations, and allows room for excuses and blame, retreat, hesitation, and low commitment. In this talk, audience members will be charged with the task of “unlearning” everything we thought we knew about the word try! Speaking points: What does it really mean to try vs. what we think it means. The fascinating neuroscience behind why we try in the first place How trying doesn’t cause failure but leaves a back door open for it How to embrace fear of failure and fear of success, accept accountability, face obstacles like perfectionism and procrastination and eliminate negative self-talk. How to move forward and take strong determined action with confidence and clarity

Flipping the Script: Leadership Language that Signals Authority and Confidence. Designed specifically for women in leadership positions who want to strengthen their authority without becoming louder, harsher, or less authentic. Former music publishing VP, author Carla Ondrasik is used to being the only woman in the executive room. Globally, women hold 30% of leadership positions. Part of this disparity is the conditioning of women's speech—using language that is accommodating, subdued, pleasing, and pacifying. Ondrasik shares the neuroscience behind using words that command respect and how women can rise with a simple linguistic shift. Attendees will learn practical ways to replace “trying” with ownership-driven language that builds trust, impacts credibility, decision-making, and perceived confidence. Which, in turn, commands respect and positions them as leaders others will instinctively follow. Speaking points: Why unlearning stories of how women “should” speak can be a catalyst to empowerment How to replace passive words like “trying,” “hoping,” and “maybe” with “doing,” “having” and “being” to lead with authority How to implement immediate and long-lasting tools like the power of saying “No” instead of “I’ll try” How trying affects all of life’s domains including our health, relationships, careers, and overall happiness