



AS YOUR ORGANIZATION TURNS!

Creating Better Workplace Storylines through Communication & Collaboration.

Soap Operas are full of plot twists that never seem to get resolved, but great organizations know how to write better endings.

In today's fast-paced, emotionally charged environments, workplace plot twists are everywhere:

- High performers who struggle to connect
- Misread messages creating unnecessary tension
- A cast of characters who feel their in the wrong show
- Managers who go off script navigating coaching, conflict, and team dynamics

In this high-energy, entertaining keynote, former TV drama writer turned communication expert Robyn Hatcher shows your audience how to turn workplace plot twists into powerful collaboration AND gives you a fun Behind the Scenes look into soap writing!

Using her signature EDIT Framework™, Robyn shows audiences how to:

- **E**xamine the situation objectively
- **D**ecode what's really happening beneath the surface
- **I**ntercept before emotions derail the storyline
- **T**ransform team dynamics into award-winning performance

It's a fresh, actionable approach to emotional intelligence, psychological safety & communication strategies delivered with humor, storytelling, and Robyn's magnetic stage presence.

Walk away with tools to:

- Recognize & neutralize plot twists before they become major storylines
- Navigate conflict with the skill of a seasoned director
- Communicate clearly across all personality types and departments
- Create a workplace culture with the chemistry of must-see TV



OWN IT WHILE YOU HONE IT



Stop Hiding Your Brilliance! - Show Up, Speak Up, Step Up

Your potential isn't the problem; it's that you're not OWNING IT!!

You know that way you downplay your wins, hedge your expertise, and end statements with question marks? Let's stop that! Today. Your organization, your clients and your colleagues need you!

In this unapologetic keynote, Robyn Hatcher, former soap opera writer who went from creating drama on TV to eliminating it in boardrooms, shows you how to excavate your brilliance and communicate it like the Superstar that you are.

Here's the thing: You're already good enough. You just need to learn how to OWN what you've got while you continue to HONE your skills. Using her game-changing SUPER8 Formula and ActorTypes™ framework, Robyn gives you the exact tools to be seen, heard, and valued—without feeling like a fraud or a show-off.

This isn't another "fake it till you make it" session. This is about aligning your voice, vision, and value so you can lead with the kind of authentic confidence that makes people lean in.

Walk Away Ready To:

- **Stop the self-sabotage** - Identify and eliminate the hidden beliefs keeping you small
- **Find YOUR voice** - Discover and articulate your unique value without sounding like everyone else
- **Speak with purpose** - Communicate with clarity and confidence that commands attention
- **Show up authentically** - Build presence that feels genuinely YOU, not a cookie-cutter version
- **Tell stories that stick** - Use the ActorTypes™ framework to connect, influence, and be unforgettable

Bottom line: It's time to stop auditioning for your own life and take center stage!





THE PERSUASIVE LEADER

Trust Faster. Choose Smarter. Lead Deeper.

In less than seven seconds, your brain has already decided who's "leadership material." Faster than you can say "nice to meet you," but what if those lightning-fast judgments are quietly sabotaging your best hires, sidelining your strongest performers, and blocking your next breakthrough leader?

In Hollywood, some of television's most unforgettable performances came from unexpected casting choices. Leadership works the exact same way, but most leaders are still stuck auditioning the same "types" over and over.

In this provocative keynote, Robyn reveals the neuroscience behind instant trust decisions and shares behind-the-scenes casting insights that transform how leaders identify, develop, and retain top talent. **Spoiler alert:** It's not about finding people who look the part, it's about spotting the potential others miss and bringing out brilliance people didn't even know they had.

But here's where it gets interesting: Robyn also exposes the **Inclusion Paradox**—why your well-intentioned diversity efforts might actually be making things worse, and gives you the science-backed shifts that create real belonging, not just better optics.

Using her proprietary **ActorTypes™ framework** and stories from both Fortune 500 boardrooms and Emmy-winning writers' rooms, she shows you how to build high-performance teams with the kind of chemistry that keeps audiences (and employees) coming back for more.

Because here's the truth: The same techniques that keep millions glued to their screens for decades are the ones that keep teams engaged, committed, and performing at their peak. And in a world where trust and talent are your ultimate competitive advantages, this isn't just a better leadership approach, it's the one you can't afford to keep ignoring.

You'll Walk Away Ready To:

- **Build instant trust** using neuroscience-backed presence that signals "safe leader" before you even speak
- **See hidden potential** beyond polished résumés and first impressions—turning "good enough" teams into powerhouse ensembles
- **Avoid the inclusion trap** and create authentic belonging with practical, science-based habits that actually work
- **Lead with magnetic presence** by leveraging YOUR ActorType™ to influence, inspire, and keep your best people from walking out the door

Bottom line: Stop settling for the predictable casting choices. It's time to direct a team that surprises everyone - especially you.

