

Robyn Hatcher

**KEYNOTE SPEAKER
COMMUNICATION STRATEGIST
FORMER SOAP OPERA WRITER**



**EVERY WORKPLACE HAS A STORY
MAKE YOURS WORTH SHOWING UP FOR**

**Practical Strategies to Spot the Scripts Holding People Back, Navigate
Workplace Plot Twists, and Rewrite What Happens Next**

Signature Keynote

**AS YOUR WORKPLACE TURNS
REWRITING THE STORIES THAT SHAPE CULTURE**

Every television series has a Show Bible - the guide to its history, characters, relationships, motivations, and rules. Workplaces have one too. But instead of living in a binder, it lives in unspoken assumptions, ingrained habits, outdated expectations, and beliefs about how things get done.

When workplace plot twists (new roles, changing priorities, shifting technology) move faster than the Show Bible, people are left trying to operate in the new story using the old scripts. The result?

Miscommunication, resistance, disengagement, and unnecessary drama.

In this entertaining, insight-packed session, former daytime television writer, Robyn Hatcher, shows audiences how to spot the hidden scripts secretly running the show, and rewrite what happens next.

Robyn's Signature EDIT Method™

- **E**xamine situations objectively
- **D**ecode communication styles and emotional triggers
- **I**dentify gaps between intention and impact
- **T**ranslate communication into language that lands

Audiences Leave Ready to:

- Recognize the scripts fueling miscommunication, resistance, and workplace friction
- Navigate change and unexpected plot twists with more clarity and less drama
- Adapt their communication to different people & styles
- Turn difficult interactions into productive next steps

Entertaining, actionable, and human, As Your Workplace Turns, gives audiences the tools to rewrite their workplace dynamics before the wrong script steals the show.



COMMANDS THE ROOM

"Robyn is a true professional who commands the room. From her stage presence and expertise to her presentation flow and rich, useful content, she embodies excellence, and truly connects with her audience."

Patty Stern, Chief Creative Officer
PS Creative Marketing & Event Concept

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ABOUT ROBYN HATCHER

**Most people avoid drama.
Robyn used to create it for a living.**

A former writer for All My Children and One Life to Live, Robyn now brings her understanding of character, motivation, and human behavior into the workplace. She helps leaders and teams recognize the hidden scripts driving miscommunication, resistance, and disengagement, and gives them practical tools to rewrite what happens next.

Blending neuroscience, emotional intelligence, storytelling, and her signature frameworks, Robyn creates experiences that are as actionable as they are entertaining.

Robyn is a Certified Speaking Professional and certified Neuro Linguistic Programming practitioner. She has appeared on Good Morning America and numerous other TV shows and commercials. In one of her more unusual claims to fame, she was once parodied by Halle Berry on Saturday Night Live.



PRACTICAL TOOLS THAT STICK

"Robyn shared incredible insights and practical strategies for improving how we connect. Her passion came through clearly, and our team walked away with meaningful ideas and tactical ways to communicate more thoughtfully. We immediately received unsolicited feedback including 'great presenter' and 'interesting content.'"

Megan Goff, Director, US Product Development, Global Commercial Services, American Express

Also Available

INVISIBLE TO INVALUABLE WHEN YOUR PEOPLE PLAY SMALL, YOU LOSE BIG

Downplayed wins. Hidden expertise. Muted voices. When talented people play small, organizations lose the ideas, leadership, and impact those people could contribute.

Using her ActorTypes™ Framework and Super 8 Formula™, Robyn helps professionals communicate their value, speak with greater authority, and increase their visibility, all without pretending to be someone they're not.

PLANNING AN EVENT?

Scan for videos, speaker information, and resources



THE COMMUNICATION REWRITE WHEN YOUR PEOPLE PLAY SMALL, YOU LOSE BIG

Conversations rarely go off course because people lack words. They go off course because assumptions, emotions, past experiences, communication styles, and unspoken expectations are already in the room.

In The Communication Rewrite, Robyn gives audiences a practical way to pause the automatic story, understand what may be driving the interaction, and choose language that creates a better outcome. Through relatable workplace scenarios and her signature EDIT Method™, audiences learn how to close the gap between intention and impact and communicate in language that lands.



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