

ROBYN HATCHER, CSP

KEYNOTE PROGRAM GUIDE

Keynote Speaker | Communication Strategist
Former Soap Opera Writer



Practical strategies to spot the scripts holding people back, navigate workplace plot twists, and rewrite what happens next.

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

Robyn combines the energy and storytelling of a performer, the insight of a communication strategist, and the practical application of an experienced coach and facilitator. Her keynotes make complex human dynamics easier to understand—and easier to change.

SIGNATURE KEYNOTE

01

AS YOUR WORKPLACE TURNS

Rewriting the stories that shape culture.

[READ MORE →](#)

SIGNATURE KEYNOTE

02

INVISIBLE TO INVALUABLE

Get seen. Get heard. Get ahead.

[READ MORE →](#)

SIGNATURE KEYNOTE

03

THE COMMUNICATION REWRITE

Read what is really happening.
Redirect the conversation. Change
what happens next.

[READ MORE →](#)

AS YOUR WORKPLACE TURNS

Rewriting the Stories That Shape Culture

01

THE ORGANIZATIONAL REWRITE

Every long-running television show has a **Show Bible**—the history, relationships, motivations, and rules that keep the story consistent. 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 But instead of living in a binder, it lives in unspoken assumptions, ingrained habits, outdated expectations, and beliefs about how things get done.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 mergers, reorganizations, new technology, changing roles, and shifting priorities move faster than the workplace Show Bible, people try to make sense of the new story using old scripts. That is where miscommunication, resistance, disengagement, and unnecessary drama begin.

Former daytime television writer Robyn Hatcher shows audiences how to spot the hidden scripts secretly running the show, navigate workplace plot twists with greater clarity, and rewrite what happens next.

ROBYN'S EDIT METHOD™

E

Examine situations objectively

D

Decode communication styles and emotional triggers

I

Identify the gap between intention and impact

T

Translate communication into language that lands

AUDIENCE OUTCOMES

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

IDEAL FOR

Leadership conferences, HR audiences, association meetings, organizational change initiatives, culture programs, and teams navigating rapid change.

AVAILABLE FORMATS

45–75 minute keynote
Interactive keynote
Workshop
Virtual presentation

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Robyn quickly understood the nuances of our challenges and tailored her presentation to our organization's specific needs. The progress we made with her guidance was significant.

LISA CHAN-SAWIN, PRINCIPAL, TRANSFORM HEALTH

INVISIBLE TO INVALUABLE

Uncover Your Hidden Potential to Get Seen, Get Heard & Get Ahead

02

THE PERSONAL IMPACT REWRITE

Downplayed wins. Hidden expertise. Muted voices. When talented people play small, organizations miss out on the ideas, leadership, and potential already in the room.

Many capable professionals assume their work will speak for itself, soften their ideas before anyone can challenge them, or wait until they feel completely ready before stepping forward. Over time, their contributions become easier to overlook—not because they lack value, but because that value is not being fully expressed.

In this energizing and highly practical keynote, Robyn Hatcher helps audiences recognize what is keeping them invisible and make the shift toward confident, authentic contribution. Using her ActorTypes™ Framework and SUPER8 Formula™, she gives participants tools to communicate their value, speak with authority, and command presence—in the room, on camera, or across the table.

SIGNATURE TOOLS

ActorTypes™ Framework — communicate with greater range and authenticity

SUPER8 Formula™ — Excav8te. Communic8te. Naviga8te. Advoc8te. move from hidden potential to visible impact

AUDIENCE OUTCOMES

- Recognize the habits and internal scripts that keep them from being seen and heard
- Communicate their value and ideas with greater clarity and confidence
- Strengthen their leadership presence without sacrificing authenticity
- Take purposeful action toward greater visibility, influence, and impact

IDEAL FOR

Women's leadership events, emerging-leader programs, employee resource groups, professional associations, career-development conferences, and high-potential talent programs.

AVAILABLE FORMATS

45–75 minute keynote
Interactive keynote
Workshop
Virtual presentation

“Our session was filled with valuable, actionable items. The ActorTypes™ are going to be very helpful when meeting with my advisors.”

AUDIENCE MEMBER, AWD - ASSOCIATION OF WHOLESALE DIVERSITY

THE COMMUNICATION REWRITE

Read What Is Really Happening. Redirect the Conversation. Change What Happens Next.

03

THE CONVERSATION REWRITE

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.

One person thinks they are being efficient; another experiences them as dismissive. A leader believes they are inviting discussion; employees hear that the decision has already been made. Someone intends to offer expertise and lands as resistant or negative. The gap between intention and impact is where communication starts to unravel.

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 the EDIT Method™, audiences learn how to turn miscommunication, tension, and defensiveness into conversations that move work forward.

THE PRACTICAL REWRITE

1

Pause the automatic story before reacting

2

Read the needs, styles, triggers, and intentions influencing the exchange

3

Choose language that closes the intention-impact gap

4

Create a next step both people can act on

AUDIENCE OUTCOMES

- Separate observable facts from the stories and assumptions surrounding them
- Recognize how communication styles and emotional triggers shape an interaction
- Identify the gap between what they intend and how their message lands
- Redirect tense or unproductive conversations with clarity, empathy, and purpose

IDEAL FOR

Leadership conferences, manager development, HR programs, team meetings, professional associations, and organizations strengthening feedback, trust, and communication.

AVAILABLE FORMATS

45–75 minute keynote
Interactive keynote
Workshop
Virtual presentation

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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

KEYNOTE SPEAKER · COMMUNICATION STRATEGIST

ABOUT ROBYN HATCHER



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

Before becoming a keynote speaker and communication strategist, Robyn wrote plot twists for *All My Children* and *One Life to Live*. Today, she brings that same fascination with character, motivation, and human behavior into workplaces where mergers, reorganizations, AI, shifting expectations, and the occasional metaphorical evil twin can change the plot overnight.

Robyn's superpower is creating the kind of room where people feel seen, acknowledged, and ready to contribute. Blending storytelling, emotional intelligence, insights from neuroscience, and a healthy dose of humor, she makes complex human dynamics entertaining, understandable, and—most importantly—changeable.

Robyn is a Certified Speaking Professional, Certified NLP Practitioner, and Exactly What to Say® Certified. She has worked with organizations including Spotify, PayPal, Raymond James, American Express, and JPMorgan. Named one of the “21 Women of the 21st Century” by eWomen’s News, she is the author of *Standing Ovation Presentations* and has appeared on *Good Morning America* and *The List TV*.

A commercial she appeared in for *The New York Times* was even parodied by Halle Berry on *Saturday Night Live*. Yes, really.

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“Robyn seamlessly wove our company photos, inside jokes, and goals into her keynote, making our employees feel seen, valued, and energized. Her message truly resonated with our team, and the entire experience felt genuinely made for us.”

**MISSY LEDOUX - OFFICE
COORDINATOR, OPENSESAME**

BRING ROBYN TO YOUR STAGE

Every program is tailored to the audience, industry, event theme, and desired outcomes.

START A CONVERSATION →

VIDEOS & PLANNER RESOURCES

Speaker reel, full presentation clips, biography, headshots, A/V requirements, keynote descriptions, and pre-program materials.

EXPLORE PLANNER RESOURCES →

MAKE IT A FULL-DAY EXPERIENCE

Robyn is available for select full-day engagements that extend the keynote experience throughout your event. Add an interactive workshop, leadership session, application lab, executive conversation, moderated discussion, or other customized experience designed around your audience and event goals