



Tracy Stock presents

HOLY COW!®

How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity

THE SPEAKER

Tracy Stock is an engaging, powerful and poignant workplace culture expert who captivates and inspires audiences. She brings more than 25 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus, US Bank, Auto-Owners Insurance and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynote messages, interactive and learning-focused workshops, books, DVDs and other inspirational products.

As a coveted Certified Speaking Professional® (CSP), Tracy holds the highest honor in the speaking profession, held by only 12 percent of speakers *worldwide*. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

THE AUTHOR

As a best-selling author, Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her six captivating books—*TRAILBLAZER*, *HOLY COW!*, *The One Choice Rule*, *Tame the Turbulence*, *The Perfect Pair of Jeans*, and *Conscious Choices*. In addition to writing books, Tracy frequently shares her insight through her monthly newsletter, popular social media platforms, and her blog.



THE MESSAGE

Do employees bring passion, commitment, and skills to work every day? Do your leaders inspire teams to collaborate better and perform higher? Discover how to create an amazing culture—where people feel empowered to do their best work, trust and respect their leaders, and willingly collaborate and perform in highly effective ways. Attract the best talent and select the right individuals to inspire and lead productive teams. Alter workplace behaviors and

performance—where negative conflict is controlled, accountability grows, and results are achieved. Inspire change in dysfunctional, under-performing silos to become motivated, accountable and committed teams. Start influencing a transformation of your culture to win in the workplace and prosper in the marketplace.

KEY TAKEAWAYS:

- Attract the best talent using attributes they target, select the right individuals to inspire and lead teams, and invest in growth experiences that enhance ability.
- Foster engagement and productivity by controlling conflict while cultivating accountability with less excuses, committing to aligned goals, and achieving results.
- Appreciate and celebrate behaviors you desire and positively influence attitudes and collaboration—transforming your culture into one with higher morale, lower turnover, enhanced communication, deeper commitment and a stronger bottom line.