

SPEAKER PROGRAMS

Penny Reed

Culture & Leadership Keynote Speaker
Author · Behavioral Consultant

bookpennyreed.com



**Stronger cultures.
Coachable teams.
People ready for what's next.**

"Penny creates an environment where attendees feel both inspired and empowered."

JESSICA CULL · EXECUTIVE VICE PRESIDENT
AADOM, THE AMERICAN ASSOCIATION OF DENTAL OFFICE MANAGEMENT

BOOK PENNY TO SPEAK

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Penny Reed

Building High-Performing Teams Through Leadership & Communication

PROGRAMS AT A GLANCE

“Penny Reed is incredibly rare. Her ability to captivate and engage an audience is high-level. She will inspire and pleasantly disrupt your audience to create change. Your people will never look at culture the same way, and your organization will never be the same. Count me a fan!”

Mark LeBlanc, CSP, CPAE Speaker Hall of Fame

Author of Never Be the Same and Growing Your Business!

SIGNATURE PROGRAMS

- A Culture Program with an Angry Puppet, featuring The Bitter Baby®
- The Coachability Factor™

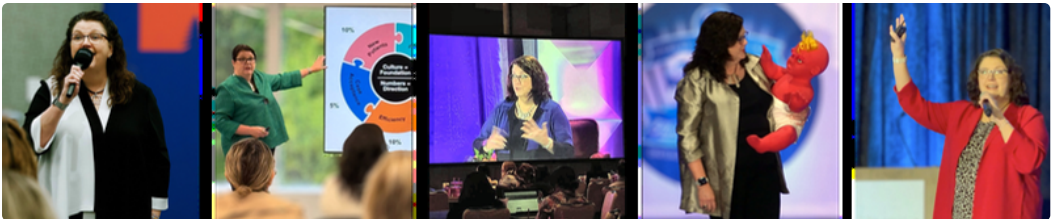
WIRED DIFFERENTLY: THE AI SERIES

- Culture Eats AI for Breakfast
- Get Your Software Off the Bench
- Don't Let the Bot Have All the Personality
- AI Can't Do This Part (Signature Workshop)

Every program is built for the leaders and managers who shape culture, and adapts for hospitals and health systems, medical groups, long-term care, corporate teams, women's leadership events, and leadership retreats.

Keynotes | Breakout Sessions | Workshops | Virtual Programs

Full descriptions, learning objectives, and formats for every program follow.



Signature Programs

Culture, Coachability, and Growth

PROGRAM DETAILS

CULTURE & GROWTH MINDSET

A Culture Program with an Angry Puppet

Featuring The Bitter Baby®

Culture starts in the mind long before it shows up in the work. Meet The Bitter Baby®, a lovably grumpy puppet who gives voice to the why-bother mindset that quietly visits every team, from the nursing unit to the conference room. When a team can name that voice and laugh at it together, real change begins. Behind the fun sits a practical, measurable framework for resolving everyday friction before it turns into disengagement and turnover. Also offered for leadership tracks as Cultivating a Growth-Mindset Culture.



Participants will be able to:

- Recognize The Bitter Baby® mindset the moment it appears, in themselves and in one another
- Choose a growth mindset on purpose to turn everyday challenges into momentum
- Apply the inner shift that moves a team from resistant to receptive
- Build daily habits of appreciation and coachability that sustain a positive culture and support retention

Best for: Healthcare Leaders | Department Managers | HR and L&D Leaders | Corporate Teams | Women's Leadership and ERG Events

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop | Virtual

LEADERSHIP & GROWTH

The Coachability Factor™

The Skill Behind Every Other Skill

Talent, experience, and credentials open the door. Coachability decides how far a person and a team go once they walk through it. The Coachability Factor™ explores why some people grow quickly through feedback and change while others stall, and how leaders build a culture where feedback is welcomed instead of avoided. Participants learn the Three Signs of a Coachable Leader, practice the 7-Step Coaching Blueprint, and leave with a simple daily habit and practical take-home tools that keep the whole team growing.

Participants will be able to:

- Recognize the Three Signs of a Coachable Leader: listen well, stay curious, and care more about getting it right than being right
- Apply the 7-Step Coaching Blueprint to move a teammate from resistant to receptive during change
- Give and receive feedback in ways that build trust instead of defensiveness
- Make coachability a daily habit with The Come-Back Question™ 14-Day Sprint

Best for: Leaders and Managers | Healthcare Leadership Teams | Emerging Leaders | Sales and Service Teams | Women's Leadership and ERG Events

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop | Virtual

Wired Differently

Leading Teams Through the AI Revolution

THE AI SERIES

NOW INTRODUCING

Wired Differently: The AI Series

Leading Your Team Through the AI Revolution

AI and automation are reshaping how organizations schedule, communicate, document, and compete, and the tools are arriving faster than most teams can absorb them. The organizations that thrive are the ones with the strongest culture, the clearest communication, and the most intentional implementation. Three keynotes and a signature workshop give leaders and managers the human edge that makes AI pay off.

Best for: Healthcare Administrators | Operations Leaders | Department Managers | HR and L&D Leaders

Formats: Book one program, several, or the full series. Details on the next two pages.

THE CULTURE PROGRAM

Culture Eats AI for Breakfast

The AI is ready. Is your team?

Two organizations can buy the same AI tools and get completely different results. The difference is culture. Teams resist AI for predictable reasons: fear of replacement, change fatigue, and not yet seeing the purpose. This program gives leaders and managers a practical change-management framework, including how to activate the tech champions already on the team and guide team members already using AI tools on their own.

Participants will be able to:

- Recognize the AI resistance patterns present in the team and respond to each one
- Apply the Start, Pilot, Playbook, Scale framework to any AI rollout
- Build the recognition, accountability, and AI-use guidelines that keep a technology-forward culture strong

Best for: Department Managers | Operations Leaders | Team Leads | Executive Teams

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop | Virtual

“As a meeting planner, I can testify that Penny Reed educates, entertains, and inspires audiences. She brings humor and warmth to the stage and turns culture and leadership into practical steps people can put to work right away. Her message benefits corporate meetings, healthcare gatherings, and women’s leadership events. Penny inspires teams to take concrete action to grow their organizations while leading with compassion.”

Henry DeVries · CEO, Indie Books International · Senior Writer, California Business Journal

Wired Differently

Leading Teams Through the AI Revolution

THE AI SERIES

THE PRODUCTIVITY PROGRAM

Get Your Software Off the Bench

Same software. Different results.

Most organizations already pay for AI and automation tools their teams use at a fraction of what those tools can do. Ambient clinical documentation, predictive scheduling, automated outreach, AI assistants built into everyday software, and AI-assisted billing and reporting often sit on the bench. This program gives leaders a clear game plan: check the roster, pick the starters that bring the strongest return, build a team of active champions, and keep score so every win is visible.

Participants will be able to:

- Audit the AI and automation tools the organization owns against how the team actually uses them
- Choose the starters: the tools with the strongest return for the organization
- Lead the team from passive users to active champions, and keep score with a simple way to share results

Best for: Operations Leaders | Department Managers | IT and Clinical Informatics Leaders | Multi-Site Organizations

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop | Virtual

THE PATIENT & CUSTOMER COMMUNICATION PROGRAM

Don't Let the Bot Have All the Personality

Your AI can answer the question. Your people earn the loyalty.

Most patients and customers welcome AI, as long as it feels personal. Virtual assistants, chatbots, automated reminders, and AI-driven outreach are now everyday tools. What sets an organization apart is the moment technology hands off to a human being. Leaders and frontline teams learn to map every touchpoint, build warm-transfer language, and keep the organization's voice consistent across phone, text, chat, and email.

Participants will be able to:

- Map every patient or customer touchpoint and decide where AI serves best and where a human voice matters most
- Write warm-transfer language that keeps every conversation seamless
- Audit the organization's voice across every channel for consistency and warmth

Best for: Patient Access and Contact Center Teams | Customer Experience Leaders | Frontline Managers | Marketing and Communications

Formats: 60-minute keynote | 90-minute extended session | Half-day workshop | Virtual

Wired Differently

Leading Teams Through the AI Revolution

THE AI SERIES

SIGNATURE WORKSHOP · THE HUMAN EDGE

AI Can't Do This Part

The Human Edge in an AI Workplace

What sets an organization apart is the part AI can't do: culture, communication, and leadership. This hands-on workshop brings the full Wired Differently series into one room. Leaders build the culture that makes AI pay off, get their software off the bench, and make sure the bot isn't the only one with personality. Every participant leaves with a personal 30-day action plan, built live during the session.

Participants will be able to:

- Turn team resistance into momentum with the Start, Pilot, Playbook, Scale framework
- Audit the tools already in place and map where AI serves and where people matter most
- Leave with a written 30-day action plan for the team's next AI step

Best for: Department and Team Leaders | Operations Leaders | Leadership Retreats | 50 participants or fewer

Formats: 60-minute session | 90-minute interactive workshop | Half-day intensive | Virtual

"I highly recommend Penny to any organization looking to enhance or transform team performance. I recognize exceptional speaker talent when I see it, and Penny is one of the most gifted speakers I have seen in my 25 years leading Fortune 500 and private equity-backed teams. She pairs an engaging, smart, funny stage presence with a brilliant understanding of how to catalyze organizational change using practical tools. The result is a more engaged organization that communicates more effectively, not only with each other but also with clients and customers."

KAREN GOLDEN-RUSSELL

PRINCIPAL CONSULTANT, GOLDFPOINT HEALTHCARE LLC

BUILD YOUR EVENT

Programs combine for multi-session events and leadership retreats. One popular pairing:

MAINSTAGE KEYNOTE

**A Culture Program with
an Angry Puppet**

MANAGER BREAKOUT

The Coachability Factor™

LEADERSHIP WORKSHOP

AI Can't Do This Part

Every program can be shaped to an organization's goals, audience, and event theme. Penny partners with planners ahead of each event so the content fits the room.

Book Penny to Speak

Keynotes | Breakout Sessions | Workshops | Virtual Programs

ABOUT PENNY



Penny Reed is a culture and leadership keynote speaker, author, and certified behavioral consultant with more than 30 years of experience developing leaders and teams. A former Dale Carnegie trainer, she served as Chief Growth Officer of eAssist and Executive Vice President of AADOM, The American Association of Dental Office Management. Today she helps organizations build cultures where people stay coachable, communicate clearly, and embrace what comes next.

Known for her ability to simplify complex challenges into clear, actionable strategies, Penny delivers sessions that are thoughtful, relatable, and designed to spark meaningful conversation, leaving participants with ideas they can apply immediately. She has led leadership retreats on culture, including a retreat held at Walt Disney World. A longtime Disney enthusiast, she studies the guest experience there as closely as the attractions, and those lessons show up in every program she delivers. Her book, *The Coachability Factor™*, is in development.

STAGES INCLUDE



THRIVE **LIVE**

**Indie Books
International Forum**

AVAILABLE FOR

- Healthcare and hospital leadership events
- Corporate conferences and sales kickoffs
- Women's leadership and ERG events
- Leadership retreats and team development days
- Association meetings and private events

FOR MEETING PLANNERS

- Keynotes, breakouts, and workshops from 60 minutes to a half day
- In-person or virtual delivery
- Based in the Memphis, Tennessee area; available for events worldwide
- Programs shaped to each event's goals and audience
- Fees and availability on request

Connect with Penny

Call or text for availability



Watch Penny speak

Click here or scan
for the demo reel

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