

ABOUT

KATHY
CRAMER, PH.D.

“I believe leaders can be heroes and reach the upper limits of their potentials. Imagine a world where leaders of organizations routinely do this. That’s where I want to live ... and work.”

– Dr. Kathy Cramer, Ph.D.

KATHY CRAMER, PH.D. A highly recognized author, speaker, coach, trainer and executive consultant, Dr. Kathy Cramer is passionate about possibilities and potential. Her most recent, ground-breaking book, **Lead Positive**, helps leaders achieve greatness through simple shifts in thinking and perception. Whether used for navigating crisis, or righting the ship, or identifying “moonshots” – ambitious, game-changing goals – Dr. Cramer’s **Lead Positive** playbook transforms leaders into heroes whose courage, resilience and optimism invokes lasting impact from their teams.

“Your Lead Positive messages were amazing! I have heard nothing but positive comments about your keynote. I hope you realized that you just changed 240 lives.”

– Tony Hutti, CEO, Renaissance Executive Forums

DEGREES AND DISTINCTIONS Dr. Cramer earned her Ph.D. in psychology from Saint Louis University. A licensed psychologist, she serves as Executive in Residence at the John Cook School of Business at St. Louis University, and is on the Executive Board of COCA (Center of Creative Arts). Her frequent talk show appearances range from *The Oprah Winfrey Show* to *Bloomberg Business*. Dr. Cramer is nationally recognized by *Psychology Today*, *Forbes*, and the *Center for Creative Leadership*, and is a member of the American Psychological Association.



TOPICS

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LEAD POSITIVE: WHAT HEROIC LEADERS SEE, SAY AND DO

The world has changed. The challenges leaders face now grow exponentially – radical change, innovation, mergers, toxic workplace cultures and more. In the face of this, leaders sense they must be game-changers. They know they need to bring out the best in themselves and their organizations. Dr. Kathy Cramer’s newest keynote helps them do just that, using the unique intel of **Asset-Based Thinking™** to show how deceptively simple changes in perception and behavior provide leaders with new skills – and new depths of heroic courage – for inspiring positive change. Dr. Cramer’s practical, actionable **“SEE/SAY/DO”** framework will help leaders learn how to:

SEE: by shifting perspective to the positive and focusing on what is working, strong and possible.

SAY: by articulating evidence for positivity, and in doing so, creating high-impact communication.

DO: by adopting courageous leadership behaviors to inspire positive and even heroic action in others.

CRACKING THE CODE ON EXECUTIVE PRESENCE

Leadership goes beyond what you know. Leadership is about how you show up. People look to leaders for direction, inspiration, wisdom, transparency, and authenticity. In this keynote, Dr. Cramer reveals what it takes to have a more compelling and magnetic Executive Presence. You will discover how to tap into powerful reservoirs of your physical, vocal, and relational energy. You will learn how to infuse your messages with just the right combination of Substance, Sizzle, and Soul. Cracking the Code on Executive Presence will help your impact soar.

CHANGE THE WAY YOU SEE EVERYTHING: ASSET-BASED THINKING™

“When you change the way you see things, the things you see change.” That’s the fundamental concept behind Asset-Based Thinking™, the unique intel developed by Dr. Kathy Cramer that equips you with concrete methods to change your perceptions ... and your reality. This powerful keynote harnesses the core message of Dr. Cramer’s book, *Change the Way You See Everything*, which introduced ABT to the world. Dr. Cramer will demonstrate how you can learn and use this revolutionary management process for greater success and fulfillment in your personal life and professional life.

PRAISE

“Listening to many keynote speakers has provided me with a significant look into who I would hire to address a large organization. Dr. Kathy Cramer is at the top of that list. Her keynotes are more than interesting and inspiring – they are interactive. She gets the audience involved in ways that make her Asset-Based Thinking message stick. It is truly a message that can transform teams.”

Tim Carmack, Global Marketing Manager, DuPont Nutrition & Health

“Tonight was extraordinary and the Washington University students were buzzing about all the actionable tools you gave us to shoot for the moon! I can’t even sleep I’m so motivated.”

Maxine Clark, Founder, Build-A-Bear Workshop

“I cannot thank you enough. Your content and delivery were wonderful! Honestly, I’m kicking myself for not having you at Edward Jones numerous times. You’re an inspiration, personally and professionally.”

Kristen Johnson, Partner, Edward Jones

“The Asset-Based Thinking message was inspirational and your energy is contagious! ABT has become the foundation of our customer service culture and has transformed us!”

Joyce Dear, Senior Vice President Operations, Equifax

“Our UMSL Chancellor’s Certificate in Volunteer Management participants enjoyed the engaging workshop led by Dr. Cramer. We walked away with concrete tools to enhance our professional – and personal – lives.”

Shelby Schroeder, Program VP for Metropolitan Volunteer Management Association of St. Louis

MEDIA
COVERAGE

Dr. Cramer won an Emmy Award for her film *Stress: A Personal Challenge*, and was twice featured on the *Oprah Winfrey Show*. She has received national and international media recognition in numerous outlets, including the ones below.



VIDEOS

You ROC! With Asset-Based Thinking™ – Kathy Cramer speaking at TEDx Youth in Indianapolis.

TEDx



PLAY VIDEO



Change the Way You SEE Everything – A video collage



PLAY VIDEO

KEYNOTE
CLIENTS

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Under Dr. Cramer's leadership, the organizations listed below – as well as many other clients in health care and education – have benefited from Asset-Based Thinking™ and Lead Positive approaches to developing leaders and managing change.



BOOKS

KATHY
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LEAD POSITIVE: What Highly Effective Leaders See, Say, and Do
(Jossey-Bass; March 2014)

“*Lead Positive* gives leaders a playbook for how to be courageous, resilient, and optimistic as they spearhead positive change.” **John C. Maxwell, bestselling author and speaker**

“In *Lead Positive*, Cramer has captured the secret to great leadership: the actions and words, based on positive thinking and integrity, that bring out the best in everyone around us. Instead of process and strategies, she shines the spotlight on what we can do and say to engage and create a truly cohesive workforce that is up to any challenge. *Lead Positive* is a valuable, original contribution to leadership thinking and learning with case studies that are original, on-point, and enlightening. Brilliant!” **Marshall Goldsmith, author, New York Times bestsellers MOJO and What Got You Here Won't Get You There**

“*Lead Positive* takes you on a transformative journey from problem to possibility and from fear to success. Read this book if you want to transform your thinking, transform your leadership, and transform your life!” **Kevin Cashman, Senior Partner, CEO & Executive Development, Korn/Ferry International, and author, Leadership from the Inside Out and The Pause Principle**

“Don't be fooled by the title—Cramer's book is not some kumbaya leadership treatise. *Lead Positive* is a brilliant manifesto for how readers can reframe their thinking, messaging, and behavior to be more effective at motivating and inspiring the people they lead.” **Michael Feiner, former Chief People Officer of PepsiCo; professor, Columbia University School of Business; and author, The Feiner Points of Leadership**

CHANGE THE WAY YOU SEE EVERYTHING: Through Asset-Based Thinking, with Hank Wasiak
(Running Press; March 2006)

“Cramer's and Wasiak's discourse on fostering life- and business-improving habits and worldviews strips the hyperbole and fluff common to many self-improvement books, presenting the essentials in an innovative way.” **Publishers Weekly**

CHANGE THE WAY YOU SEE YOURSELF: Through Asset-Based Thinking, with Hank Wasiak
(Running Press; May 2008)

“In an impressive, uncomplicated manner, psychologist Cramer and advertising industry leader Wasiak show readers how constructive introspection can create positive change ... highly recommended.” **Library Journal, starred review**

CHANGE THE WAY YOU SEE INNOVATION: Through Asset-Based Thinking, with Hank Wasiak, Eve Enslow, and Michael Foster
(CreateSpace; December 2008)

“A new and exciting approach to innovation that will support you in creating and advancing your ideas.” **Paul Maring, Founder, Reaching Deep**

WHEN FASTER HARDER SMARTER IS NOT ENOUGH: Six Steps for Achieving What You Want In a Rapid-Fire World (McGraw-Hill; August 2001)

“A must-read for my colleagues who are not only challenged to the hilt, but also frantic, stretched and 'chased' in the face of our turbulent industry.” **Wendy Leebov, Ed. D., Human Resources, Albert Einstein Healthcare Network, and Founder, The Einstein Consulting Group**

