

DYNAMIC | INSPIRING | ENGAGING
KEYNOTE SPEAKER

Creative ideas, compelling content and an engaging style...that is what Tracy will deliver for you. She knows how to 'wow' audiences and receive rave reviews!

Cindy Warner,
*Learning & Development-Finance,
 Kimberly-Clark Corporation*



Tracy kicked off our conference with her keynote address and set the level of engagement I needed to motivate my team. She exceeded my expectations!

Jill Stache,
*Vice President CL Underwriting,
 Integrity Insurance*

As a speaker & author, Tracy Butz empowers others to create the life they want to live.

Be the Architect for *Your* Life: Dream it, Plan it, Live it[®]

In a world that expects so much of us, where we are often times blind to who we are and what we really need, how can we design our lives in a way that brings us happiness, fulfillment and meaning? How can we create the life *we* want to live? In this signature keynote, Tracy Butz will share real life stories, with impactful meaning and an enduring message, designed to help you “Be the Architect for *Your* Life.” Discover how to:

- Design a plan for your life that aligns your passions with what is most important to you.
- Focus your attention, rather than your time, to enhance meaning and productivity in your life.
- Achieve greater success through how you view and commit to P.R.O.D.U.C.T.I.V.E. Goals.
- Be happier, healthier and more fulfilled by recognizing and acting on defining moments.
- Infuse more fun and enjoyment into your life through greater balance and decreased stress.



This book aligns perfectly with this message!

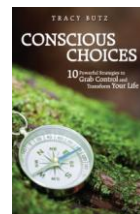
Don't allow others to sketch your plan or let life happen to you by default. Design your life to fit *you*, just like the perfect pair of jeans. (*Alternate Title: *Design Your Life to Fit You...Just like the Perfect Pair of Jeans*)

Conscious Choices: Grab Control & Transform Your Life[®]

When you are faced with a daunting decision, how do you move through it? We all face tough choices and circumstances in our lives, but rather than reacting to what life gives us, how can we grab control of our thoughts and live a more balanced, happier and fulfilling life?

In this keynote, Tracy will share how you can dramatically influence your life by consciously choosing to focus on what matters most to you. Through her intriguing stories and practical applications, you'll discover insightful ways to overcome obstacles, make better decisions, and view setbacks with a new perspective. Tracy speaks from the heart, closing this keynote with an unforgettable message.

- Make enhanced decisions using a defined five-step process.
- Influence your choices and outcomes by altering your thoughts.
- Achieve greater success by how you view and commit to personal goals.
- Live a more balanced, healthier and fulfilling life by choosing to simplify.
- Overcome obstacles by learning from and *appreciating* setbacks.



This book reinforces the message in the keynote!

A few of Tracy's clients include:

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| • McCain Foods Ltd. | • US Army | • American Staffing Association | • 4imprint | • Great Northern Corp. |
| • Head Start | • Kimberly-Clark | • Society Human Resource Mgmt | • Miles Kimball | • Plexus Corporation |