

Laura Goodrich

Who is Laura Goodrich?

Suze Orman meets Katie Couric with a splash of Dear Abby and a Meg Ryan smile. Whip-smart and vibrant, but also down-to-earth and approachable, Laura is an internationally recognized expert in the field of workplace dynamics and relationships. Energetic and enthusiastic, she has over twenty five years professional experience; sixteen of which she has spent as a speaker, organizational trainer, coach, and consultant. Her business stories and experience from all over the globe have earned her the reputation as someone who can create positive circumstances and relationships in even the most challenging workplace dynamics.

Laura is the author of the popular Seeing Red Cars film, and now the book from Berrett Koehler that creates a shift from unconscious focus on what we don't want and trying to avoid to a conscious focus on positive outcomes. She is a host of a national radio program and shares stories about incredible people for a major market television station.

She has a degree in Training and Organizational Development from The University of Minnesota, is a member of the American Society for Training and Development (ASTD) and the National Speakers Association (NSA), and has received coach training from both the Corporate Coach University and the Coaches Training Institute.

View the film Seeing Red Cars at:
www.SeeingRedCars.com

Read the book Seeing Red Cars at:
wwwSeeingRedCarsBook.com

To learn more about On Impact Productions:

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www.onimpactproductions.com



On-Impact →

Laura Goodrich – Author & Thought Leader
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Laura Goodrich

Laura Goodrich
Professional Speaker



Seeing Red Cars (i.e. Focus on what you want)

Based on Laura's video and book, she shows how an intentional focus on what you want rather than on what you are trying to avoid turns insight into actions and actions into breakthrough results. She explains why we unconsciously focus on negative thoughts and how we can rewire our brains to focus on positive outcomes. Laura describes how to pinpoint your greatest strengths and values and align them with the right organizational vision. She captures attention with stories that create a new way of thinking and incorporates theatrical elements to truly interact with her audience. Multimedia presentations range from 30–90 minutes.



Workplace Dynamics, Change, and the Future of Work

"Business as usual" is a thing of the past. With the marketplace changing faster and more dramatically than ever, people, teams and organizations need to operate differently to be successful. Drawing on more than fifteen years of coaching and advising companies undergoing significant change, Laura describes how successful companies become keenly aware of marketplace dynamics and trends so they can steer thoughts and leverage strengths to take control of the future of their business. She highlights the importance of "supporters" and the need for leadership to understand how to motivate and create engagement in this "new norm." Participants will learn ways to remain relevant and ready to capitalize on opportunities in our environment of dynamic change.

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Shifting Years, Leverage the Power of Generations

Four generations are together in the workplace for the first time in history! Each generation is trying to understand the others. The organizations that thrive will be the ones that create opportunities to leverage the assets of all the generations. Laura helps the audience see how we're all looking at the same thing: a purpose and a balance in our work and personal lives. She shares examples of companies that have afforded opportunities for the generations to focus on their strengths and find common bonds. Laura helps companies see that generational differences present opportunities when they're positively cultivated. She shares insights and techniques to bridge the gaps.



Extend the Experience

A single event can spark energy and excitement, but to create meaningful action and sustained change people need to hear the message repeatedly and in different ways over time. Laura delivers a keynote presentation addressing the topic you desire and incorporating your own employees' stories, and then her company, On Impact, records her keynote and creates custom content using elements from the speech. To extend the experience, the keynote and custom content are shared with employees on a digital platform (e.g. company Intranet), allowing employees to interact with the portal and each other, and enabling supplemental individual and small-group activities to take place to reinforce the key messages. These weekly touch points spaced over time provide the necessary engagement to support your ongoing communication and create real change.

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Laura Goodrich Testimonials

"Laura is a very dynamic speaker who captures her audience and holds them in the palm of her hand until her presentation is over! She delivers a high-impact presentation with outstanding, thought-provoking content that will engage and challenge her audience to question the way they are currently doing business. I have attended many Leadership conferences, and Laura belongs in the company of Tom Peters, Patrick Lencioni, and Marshall Goldsmith."



Kristi Roberts, Senior Executive
Medtronic, Minneapolis, Minn.

"Your talk was amazing. I have never really seen you "live" like that and I must say – you blew my mind. So powerful, so relevant. What you say and how you say it crosses corporate boundaries and applies so critically to everyday life. Everyone in the world needs to hear your talk! One of my "I wants": I want to bring the Spirit of Laura Goodrich into my work. Congratulations on a life-changing presentation."

Vikas Narula
Keyhubs
Minneapolis, Minnesota

"Laura is very engaged with those she interviews. She is interested in their story no matter what it is. She is able to make a connection and establish trust very easily. She has the ability to get to the "heart" of the story in a very gentle way. Laura knows what she is after, and her interviews always deliver in-depth and often surprising insight. She aims to bring out the best that people have to offer and tells stories in a way that truly honors those she interviews. She is serious about her work, but is always fun and engaging. She loves to interview people and tell their story and is able to bring out the positive even in the most challenging of interview situations. Laura has keen insight and is able to quickly see the big picture and understand our business and workplace dynamics. Her International client base, which includes executives from Europe, Asia, South America and North America, provides insight into the global marketplace as well. Her passion to have a powerful impact is obvious and her skill at helping executives turn challenging workplace dynamics and relationships in a positive direction is invaluable."



Lisa Jansa, CEO
Exsulin Corporation, Burnsville, MN

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Laura Goodrich References

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612-366-4066

Kristen Ford
President MN ASTD
(952) 697-3677

Krystal Burrows
Learning and Development Specialist Capella University
612-977-5539

Fees:

Keynote, half or full day workshop: \$6,000-\$10,000

International \$15,000

Travel:

Expenses shall include roundtrip airfare, business class for international and coach for domestic travel. Starwood Hotel properties preferred and daily food allowance to be \$150.00 per diem.

Equipment Information:

All presentations require a wireless lavalier microphone, typically one video projector and two screens.

Materials Information:

If the client wants to have Laura's book Seeing Red Cars, for the attendees of the engagement, the client may order them from On Impact Productions and have them shipped to the event location.

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