

Laura Goodrich

Professional Speaker

Inspiring Broader Engagement

Speaking to audiences across the country, Laura is recognized as a dynamic and riveting speaker. Her knowledge of workplace dynamics, along with her genuine style, upbeat personality, and ability to communicate and connect with audiences, makes her presentations practical, motivational and truly memorable.



Overcoming Adversity

The marketplace is brutal and the news is hardly optimistic. Your people are hovering around the water cooler, it's time to bring them together to engage for a new future.

Leadership

Incorporating coaching skills is a key success factor for all leaders. Today more than ever, communicating on all levels fosters healthy organizational dynamics.

Millenials

The workforce is shifting with complex dynamics at play. The Boomers are trying to understand the Millenials and vice versa. It's time to explore the insight and techniques necessary to bridge the gap.



On Impact →

www.onimpactproductions.com

952.435.0726



Laura Goodrich

Thought Leader

An Ever-changing World

The Marketplace

It's a challenging market, and "workforce buzz" is killing you. Something has got to change. It isn't optional anymore. Successfully maneuvering the winding road ahead requires that people at all levels are engaged and committed to pulling toward your key objectives. Fortunately, there's good news. Through my experiences, I've learned that a certain amount of discomfort creates a readiness for a fresh perspective. Yes, things have changed. And, how we react to a cultural "moment" like this will largely determine our ability to create something right, and perhaps something really innovative. It's either a disaster or it's an opportunity to put us on a new path. What do you choose?

Workforce Innovator

Participatory Culture Solutions

Laura Goodrich is an internationally recognized expert in the field of workplace dynamics and relationships. She has twenty five years professional experience; fourteen of which she has spent as a speaker, corporate trainer, coach, consultant. Laura's business stories and experience from all over the globe have earned her the reputation as someone who can assist others in creating positive business relationships in even the most challenging workplace dynamics.

Getting What You Want

Industry Expert

Laura's expertise is in coaching executives, business leaders, teams, and organizations through periods of change and transition. Her degree is in Training and Organizational Development from The University of Minnesota. She is an active member of the National Speakers Association, and has received coach training from the Corporate Coach University and the Coaches Training Institute.

She is currently the Advisory Lead and Host of the Broadcast Production of the Wired for 2020 Event focused on helping Millennials find mentors and inspire bright futures.



Laura Goodrich

Day of Event

Keynote Presentations

Laura Goodrich's engaging presentations provide insight & awareness into today's workplace. She actively redirects the thoughts of the audience into positive, emotionally charged responses. "Her warmth and wit make her the type of person to whom everyone relates." Goodrich captures their attention with stories that create a new way of thinking. With multimedia presentations ranging from 30– 90 minutes, incorporating theatrical elements for greater audience engagement, Laura truly interacts with her audience.

A Collection of **Seeing Red Cars™** Keynotes are available for event customization.

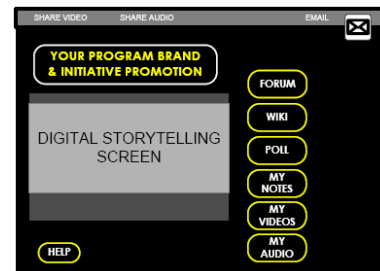
Custom Video Production

On Impact recommends you customize & extend your event experience through video capture of your team, event, leaders, venue and more. Goodrich brings her broadcast interviewing savvy into your organization and through personalized interviews she brings out the best in your featured team members.

Whether we capture your stories a couple months in advance or spotlight impromptu interviews the day before, On Impact is staged to integrate your event theme into your event day festivities.

Extending the Event Experience™

Custom Content & Team Portals– we all know that a single event may spark energy and excitement– but to create meaningful action or sustained change– people need to hear the message over time and in different mediums & ways. Weekly touch points spaced over time provide the necessary content to support your ongoing communication or initiative.



"Laura loves people and it shows. As a Host she is outgoing, fun, and very easy to work with. She is serious about her work, but is light hearted and caring in all situations. She has a personality that people remember and want to be around. Laura is a go-getter and finds the stories that capture the attention of our listening audience. Her ability to tell a powerful story permeates all that she does. "

Brian Dellis– Director– [Life to the Max](#)



Laura Goodrich

Beyond the Event

Keynote Presentations

Feature Presentations

Laura Goodrich's 30-90 minute engaging presentations provide insight & awareness into today's workplace.

Breakout Sessions & Coaching

Feature Presentations

Training, breakout sessions, and related coaching to support Laura's speaking engagement with your organization.

Event Video Capture

Customize & Extend the Event Experience

Adding to the speaking engagement, On Impact's team will capture your event on DVD for your future use.

Extending the Event Experience™

Custom Content & Team Portals

One step closer to sustaining the event messages, On Impact will create custom content and deliver it on a dedicated team portal.

Seeing Red Cars™

DVD and Support Materials to Support Your Event

The Seeing Red Cars DVD and support material collection provide the perfect way to continue the event conversation.

On Impact Production Content Library

Digital Stories to Support Your Event

Our extensive library of digital content provides numerous story resources to support your event before and after the day.

*Travel and accommodations expenses are in addition to the service fees listed above.

Workforce Innovator

Clips & Kudos

Public Speaking

"Laura is 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- Mpls, MN.

Executive Coaching

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 provide 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

Interviewing

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 connections and establish trust very easily. She has the ability to get to the "heart" of the story in a very gentle way. She 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 a story 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.

Donnie Koshiol, Senior Producer
Life to the Max, Mpls, MN

Public Speaking

Our group was impressed with her energy, professionalism and insight into organizational leadership & change. It is easy to see how her Seeing Red Cars DVD and support materials are being used to support positive employee cultures and interactions. I highly recommend her.

Club Managers Association of America
Vince Tracy, General Manager-
Town & Country Club St. Paul, MN.

Projects

Seeing Red Cars™

Seeing Red Cars™ allows people and organizations to change and be more effective in all that they do by focusing on what they want.

Packaged for Leaders and Trainers, this DVD and support material collection provide the perfect stage for a variety of purposes including: Goal Setting, Customer Service, Overcoming Obstacles, and Leadership Development.

Check out this exciting interactive learning package at www.seeingredcars.com. And, Start Seeing Red Cars!



Driving it Home™



Once you've seen a Red Car, it is likely that you dream of taking a trip with it. On Impact's next level product & service offering is Driving it Home™.

This innovative Participatory Culture Solution™ takes workforce collaboration to a whole new level by combining organizational development, digital storytelling and a team member technology portal.

Industry leading, one-of-a-kind and customizable to your initiative, this spaced learning program provides the basis for truly sustainable change in your organization.

In Development...

Goodrich is a partner in On Impact Productions, an integrated content creator utilizing innovative digital storytelling collections to providing the platform for deeper and broader employee engagement.

On Impact is currently developing a DVD that compliments their current offerings. The new program is specifically geared toward times of chaos & challenge. The DVD and support materials spotlight the typical lack of productivity and distraction that occurs during times of uncertainty. It will help people understand their unique role and potential contribution toward new opportunities.

Perfectly timed for the current economic climate!

Laura Goodrich

Workforce Innovator



Embracing Organizational Initiatives and Change is Laura Goodrich's specialty. An expert in providing corporate leadership training and development, Ms. Goodrich readily identifies uncertainties within her business clients' operations & supports their change leadership initiatives.

Organizational Change Expert

Laura helps these business leaders to understand and embrace dynamic change and manage its pace. And has translated her expertise into DVDs and support materials to support organizations worldwide.



Background

Laura Goodrich has a degree in Training and Organizational Development from the University of Minnesota and a growing list of clients including: American Express Financial Services, Hamline University, and Medtronic. Ms. Goodrich is also a Master Trainer and has served as an adjunct instructor on topics of leadership, sales, team building and group facilitation for colleges. She is a well-regarded speaker, known for motivating groups of 10 to 1,000 through her delivery of pertinent and anecdotal guidance stories for work and life. She has been identified as an "up and coming" speaker on the future and change. Her keynote addresses make audiences think – almost as much as she makes them laugh.

TV Host

Life to the Max, the television program, focuses on feel-good stories in sports and everyday life across America—stories of determination, perseverance, obstacles conquered, of hopes and dreams transformed into reality. Going directly to the hearts of people, the show emphasizes the attitudes, morals and values held in, and outside of, the daily lives of its guests. With so much room to explore, there is a large storytelling aspect of the show which is a natural spotlight for Laura's interviewing skills. The compelling stories and talented people sharing them that make the audience tune in each week.



As seen on



Contact Laura:

Laura Goodrich is available for:

- Keynotes
- Workshops
- Conferences
- Corporate Engagements
- Executive Training

Laura Goodrich

laura@onimpactproductions.com
952.435.0726