

# Karen McCullough

## Keynote, Author, Branding Expert, Millennial and Gen Z Evangelist

Please contact a GDA agent for information.

### Topics

- Change Management / Organizational Change
- Communication
- Diversity and Inclusion
- Employee Engagement
- Generational Issues
- Human Resources / Workforce Issues
- Virtual

### About Karen McCullough

Karen McCullough is on a mission to help people and organizations embrace generational diversity by providing honest solutions that help bridge the generational gaps and encourage better understanding.

Karen helps organizations cut through the generational biases and get back to reality by leveraging their team's strengths, enriching the work environment, and driving better results. Each of her presentations brings a realistic perspective on workplace trends, employee engagement while offering actionable content.

**BONUS!** She's fun! She creatively blends current research with humor, concepts, and stories, moving participants to take action.

Karen creatively blends relevant content, current research, engaging humor, and compelling stories to deliver actionable ideas through my keynote and speaking programs. She promises to make you think, make you laugh, and spark a lasting positive change in your organization!

As a former retail CEO and branding expert, Karen has always had a passion for understanding what drives and motivates employees and customers. To be successful in retail, you must know how to hire, manage, and sell across generational boundaries.

When she began professional speaking in 2001, those early years in retail became the foundation of her mission of helping people and organizations embrace generational diversity by providing honest solutions helping bridge the generational gaps, and encouraging better understanding and cooperation in their workplace.

Some of her clients include: McDonalds, VMware, Procter & Gamble, US Department of Justice, JPMorgan Chase, Symantec, McGraw-Hill, National Homebuilders, Shell Oil, Mercedes Benz, The World Bank, American National Insurance, Humana, United Way, American Heart Association and MD Anderson Cancer Center.

### Select Keynotes

- **Beyond the Brand - Growing a Culture of Engagement**

As companies find it increasingly difficult to compete on price and speed, the human-centric customer experience becomes the brand differentiator in the marketplace. In this session, Karen provides innovative ways to connect employees to the organization's brand as they grow their personal brand.

- **Change Is Good...You Go First: Keeping Up with the Pace of Change**

If your world seems a little upside down, you are not alone. Constant change is present in our workplace, and today's shifts in where and how we work and do business keep many in the workforce feeling overwhelmed. In this program Karen shares her 3-step process to shift your mindset and welcome change into your life.

- **It's Not Personal - It's Generational**



It is time to overcome traditional and emerging stereotypes and begin thinking about how your organization can leverage those differences to be more innovative and to begin matching the energy of the individual with the energy of the organization.

- **Your Guide to Gen Z**

Gen Z has its own perspective and approach to learning, communication, social issues, culture, finances, and motivation. And, if you think they are just like Millennials, you will be surprised. In this interactive session, you will discover how best to connect, engage, and lead this unprecedented generation.

- **Time to Recharge**

Join Karen and get a shot of energy as she shares practical yet powerful, researched-based strategies to increase your energy and diminish your stress. Learn how to recharge your battery and energize others. In this program, you will discover that managing your energy and not your time is the key to better performance and a more fulfilled life.

## Select Articles

- [Quiet Quitting - The Latest Work Life Balance Trend](#)

## Select Testimonials

Karen was an amazing speaker and was very engaging. Her speaking style relates to every person in the audience, whether they are younger or older, female or male. She is not just funny, but she is informative, knowledgeable, and inspiring. When speaking, she captures the room and not only gets people excited to hear about what she needs to say, but encourages people to continue the conversation. We have had Karen as a guest speaker multiple times, and look forward to asking her to come back again soon! Thank you, Christine

— *Christine P No - KPMG Los Angeles*

"From the start, our initial call six months prior to our event, Karen was phenomenal...easy to work with, friendly, open-minded and professional. Booking her and setting up the program as our keynote speaker was 'low-maintenance'; which I truly appreciated since I was dealing with 30 other outside speakers. And she delivered...she opened it and WOWED our audience and provided a buzz that carried on throughout our 3-day event. A VP in our organization, with 25 years of experience here, labeled her 'easily one of the top 3 keynote speakers we have ever have.' Well done, Karen! I would hire her again in a heartbeat." 5/4/17

— *CRAIG TEW, DIRECTOR OF EVENTS | EDUCATION NATIONAL NOTARY ASSOCIATION*

"Karen is smart and laugh out loud funny! She knows branding! Saying she was a pleasure to work with is an understatement. She took the time to get to know the Iowa Department of Transportation and crafted her message to reinforce the goals we had for our leadership conference. The conference theme was Momentum, so we worked with Karen to tailor her Beyond the Brand presentation to compliment the theme of the conference. Karen took that concept one step further and helped the group think beyond the company brand and understand their own "personal brand" and the effect it has on the work we do and the people we serve. Her 90 minute keynote had the audience engaged the entire time through humor and interacting with one another. What a refreshing way to end the conference."

— *Lori Pflughaupt - Iowa Department of Transportation*

It was truly a pleasure to work with Karen as a general session keynote speaker for our conference. The time that she took getting to know our organization in advance and customizing her presentation was evidenced by the tremendous engagement in the room with our attendees. The audience response was immediate. Even our most hesitant stakeholders made a point of sharing their elation with me after the session. Most importantly, everyone in the session left the room with tangible takeaways. Thank you, Karen, for helping us to take our general session from credible, to INCREDIBLE!

— *Sam Bhandarkar, CMP, CASE, Director events, American Culinary Federation*