

# TRACY STAYTON

## COACHING & CONSULTING

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[www.tracystayton.com](http://www.tracystayton.com)



Utilizing her 20+ years of leadership experience, MA in Communication from Hawai'i Pacific University, and iPEC Coaching Certification, Tracy works daily to uplift and empower individuals and teams, encouraging them to seize and create their own unique experiences.

Tracy doesn't just talk the talk, she walks the walk. Her journey has been a winding road through multiple professional disciplines including government, sports/entertainment, marketing, sales, and non-profit. Some of the opportunities she has seized and created for herself include:

- Launching 34tunate - a volunteer global giving adventure - traveling as a solo, female performing 34 acts of service around the world in her 34th year of life
- Working at Ironman Hawaii and being inspired to complete 2 full Ironman
- Walking arena halls with the NBA's best athletes
- Mickey Mouse being her boss
- Sharing Aloha while coordinating world renowned high-level surf competitions on Oahu's North Shore
- Swimming laps between Olympians Michael Phelps & Jason Lezak
- Being invited to speak at Google New York and on a Royal Caribbean cruise ship

# MEET TRACY



# SERVICES

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## **Training**

*Communication, Connection, & Collaboration*

Maximize the potential of your organization with customized curriculum. Overcome challenges. Improve communication. Create cohesion.

## **Speaking**

*Keynote & Educational Sessions*

Inspire, inform, and captivate your audience...that's what I do! Customized keynotes and conference sessions to uplift and empower your team. I offer a spectrum of topics, from enhancing customer service and communication to shattering limiting beliefs.



## **Coaching**

*1-to-1, Group*

Unlock potential, identify and overcome obstacles, and achieve measurable and sustainable outcomes, all while remaining true to your authentic self.



# TRAINING

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## **Insights Discovery**

Insights Discovery Workshops help people better understand themselves, how to relate to others, and make the most of both personal and professional relationships. The results is a more respectful, productive, and positive working environment.

## **Think on Your Feet®**

*Structure Ideas, Get to the Point, Be Remembered*

Think on Your Feet® communication techniques are the foundation for all other skills: leading, speaking, writing, selling and managing. Think on Your Feet® teaches participants to communicate with clarity, brevity, and impact whether in the moment or with time to prepare.



## **Skilled Presenter™**

Become a more dynamic, engaging, and persuasive presenter in any situation. The Skilled Presenter™ empowers participants to organize their thoughts, captivate their audience, and overcome their nerves.

# TRAINING



**Increase personal leadership capabilities, team collaboration, and employee engagement.**

The success of any business is built on the performance of its people.

We help people to perform at their highest level by improving their understanding of themselves. People can then easily adapt and connect with others, which leads to workplaces where innovation, creativity and productivity thrive.

## How it works

Insights Discovery is a simple and accessible four-color model that helps us to understand ourselves and others. Every person has all four color energies within them; it is the combination of these energies which creates each unique personality. Our color energies refer to a set of characteristics that tend to be our most preferred or most natural way to be:



## Learning that sticks

Insights Discovery uses a language of color that is simple to understand and remember. That means people can continue to use the Insights Discovery terminology on a daily basis, which is vital when conflicts arise, team dynamics change or there is a change in leadership.

## Insights Discovery is:

- Simple: it is easy to understand and remember
- Universal: your whole organization will feel included
- Positive: it energizes people to want to adapt to the needs of others
- Fun: its engaging experience creates true excitement

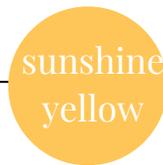
A psychometric tool based on the psychology of Carl Jung, Insights Discovery helps people understand themselves, how to relate to others, and make the most of workplace relationships.

Each workshop participant responds to a short, online evaluator measuring an individual's unique preferences, which produces a comprehensive 22-page profile, which identifies strengths and areas for development.

An extremely powerful tool, it can be used to resolve conflict, improve communication and help teams see the value of each other's contribution at work. Insights Discovery can be used in a workshop setting or in one-to-one coaching.



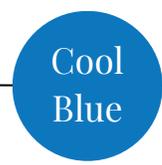
Usually strong minded and focused on results, Fiery Red energy shows up as a strong determination that influences a person's interactions with others.



Radiating enthusiasm and encouraging participation, people with a lot of Sunshine Yellow energy tend to relish the company of others and desire to be involved.



Individuals with a high amount of Earth Green energy view the world through what they value and what is important to them, often seeking harmony and meaningful relationships.



With a desire to know and understand the world around them, often those with a Cool Blue preference like information to be accurate and complete before making a decision.

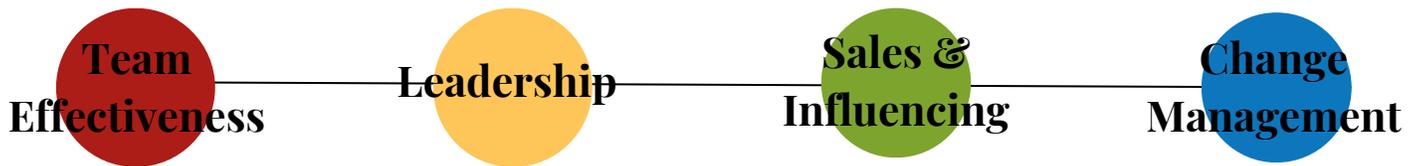




## Solving real business problems

When you start your journey with Insights Discovery, you're investing in your people and giving them the tools to be able to work better together, forever. Insights also offers other models, based on Insights Discovery, that are designed to further help teams, leaders and sales people.

Our models can be combined to create a solution for your team or organization that helps solve a vast range of business problems, including managing change, creating a diverse and inclusive culture, and building successful customer service and sales teams. And these are just a few examples. Really, the possibilities are endless.



Explores both individual and group preferences. How a team works together - and how this aligns to how each individual likes to work - has a serious impact on how effective it can be as a collective.

Current and emerging leaders learn how to be an effective leader who creates a compelling vision, produces positive results, and maximizes the effectiveness of their team through shared goals and values.

Aids people in understanding how to use, and adapt, their unique style to influence their customers, partners, and potential clients, identifying customers needs upfront and spending less time on overcoming objections.

Increase resilience and agility by empowering people with practical tools to help them be productive, collaborative, and engaged throughout change.



# COMMUNICATION & PRESENTATION SKILLS



**THINK ON  
YOUR FEET®**

The only workshop that trains you to analyze, organize and present your ideas... fast!

- Speak and write with clarity, brevity and impact
- Be memorable in any setting, from spontaneous meetings to high-stakes presentations.



**THE SKILLED  
PRESENTER™**

How to engage your audience and perform with impact whether online or in-person!

- Unlock the secret to crafting a captivating presentation in 10 minutes or less
- Understand your listeners' needs and field questions with confidence
- Learn how to project your voice, use eye contact, gestures, stances and movement to engage your audience
- Practice your presentation skills and track your progress through carefully-analyzed video recordings

# SPEAKING



## ENERGIZE, INFORM, AND ENGAGE YOUR AUDIENCE!

**Tracy's strength as a speaker lies in her passionate and infectious delivery, creating a strong, authentic connection with her audience.**

A masterful storyteller, Tracy makes complex ideas relatable and leaves a lasting impact by illustrating key points through captivating narratives. Tracy goes beyond conveying information; her speaking is about forging emotional connections and inspiring action. Tailoring her content to audience needs, each talk becomes a unique and memorable experience.

### TOPICS

- ✓ Growth Mindset
- ✓ Effective Communication
- ✓ Authentic Leadership
- ✓ Change Management
- ✓ Women Empowerment

# COACHING



Professional coaching provides individuals and teams with personalized guidance, unlocking their full potential, enhancing self-awareness, and fostering the development of targeted skills, ultimately leading to heightened career success and personal fulfillment.

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## **Group Coaching / Facilitation**

**This is for teams, who want to:**

- Create a shared vision, purpose and goals to increase team effectiveness.
- Have better communication and collaboration to reduce burn-out.
- Build a space of trust to increase the flow of feedback

Group coaching and facilitation guides a collective group of individuals towards shared goals, emphasizing collaboration and harnessing diverse perspectives, all while ensuring effective communication, active participation, and upholding a nurturing environment for learning and growth.

## **Career Coaching**

**This is for Leaders who are in transition, who want to:**

- Level up your skills and abilities to go from “where you are, to where you want to go”
- Unlock your inner wisdom to break free from self-limitations
- Create a future that has a work/life balance, where you don’t need to compromise yourself anymore.

Recent graduates, mid-career professionals, or executives aiming for the C-suite - together we unlock limitations, fine-tune interview skills, and create a path forward paved with confidence, purpose, and passion.

# COACHING



Thirty-wonderful. Thirty-too-good to be true. Thirty-free. Free to make changes. Free to live a powerful life. Free to dedicate my Thirty-fourtunate year of life to the service of others. With that in mind, I organized and facilitated a year-long global giving adventure where in I performed 34 acts of service, around the world, in my 34tunate (pronounced: thirtyfourtunate) year of life.

Since returning from this global giving adventure, I have been speaking and coaching about the impact each of us can make using our unique visions and talents, and the importance of living each of our versions of a powerful life - without self-imposed restrictions.

## **Transformative 4tunate Coaching**

**This is for women who want to claim their excellence to:**

- Clarify your vision and values to feel connected to purpose.
- Create greater self-awareness to improve your mental fitness and clarity
- Build your skills and behaviors to make progress toward your goals.

Are you truly satisfied and happy? With 4tunate coaching you will discover the power of personal transformation - whether seeking clarity, navigating a life transition, or simply striving for a more fulfilling existence, coaching services are tailored to meet each client's unique needs.

### **The International Coaching Federation reports:**

80% of people who receive coaching report increased self-confidence  
70% benefit from improved work performance, relationships, & more effective communication skills  
86% of companies report that they recouped their investment on coaching and more



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# NEXT STEPS



*Thank you!*

## Questions?

Reach out and let's connect!

I can't wait to meet you.



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