



Laurie Schadeegg
COACHING

Stories from the farm. Frameworks for the boardroom.

SPEAKING & KEYNOTES

A Promise to Keep

Keynotes and Working Sessions on Ownership, Integrity, and Doing the Right Thing

Laurie grew up on a farm in western Nebraska, where leadership wasn't taught in a classroom — it was built in the soil, in early mornings, and in rows that had to be perfectly straight. Those lessons became the foundation for nearly two decades of executive leadership in healthcare. Today she brings them to the stage: real stories, plainly told, that give rooms of leaders language and permission to own the hard stuff — especially when no one is watching.

WHO THIS IS FOR	WHAT'S INCLUDED
– Senior leadership teams and healthcare executive audiences – Corporate culture, accountability, and leadership retreats – Women-in-leadership, agriculture, and faith-based conferences – Event organizers wanting substance, not a motivational pep talk	– Keynote (45–60 min), half-day workshop, or fireside chat – Pre-event call to tailor the talk to your audience and goals – Optional take-home framework or workbook for attendees – Book + keynote bundle available with "A Promise to Keep"

SIGNATURE KEYNOTE THEMES

1 Did You Choose This? <i>Taking ownership when it's easier to blame.</i>	2 Straight Is Straight <i>Leading with integrity when no one is watching.</i>	3 Don't Pass on the Hill <i>Making better decisions when you can't see what's coming.</i>	4 Animals Eat Before You Do <i>The discipline of servant leadership.</i>
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WHAT AUDIENCES LEAVE WITH

A concrete framework for taking ownership • Language for values-based decisions under pressure • A renewed sense of accountability • A story their team keeps repeating

Start With a Conversation About Your Event

Share your audience, goals, and format — I'll recommend the right talk. | laurieschadeeggcoaching.com