



*Tracy Butz presents*

# HOLY COW!®

## How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity

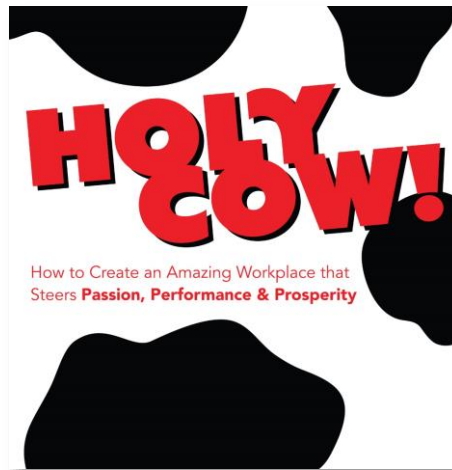
### THE SPEAKER

Tracy Butz is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynotes messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional™ (CSP), Tracy holds the highest honor in the speaking profession, held by on 12 percent of speakers worldwide. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

### THE AUTHOR

Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her four captivating books— *HOLY COW!*, *Tame the Turbulence*, *The Perfect Pair of Jeans*, and *Conscious Choices*. In addition to writing books, Tracy frequently shares her insight through her blog, popular social media platforms, various industry journals, and has even been featured as a monthly magazine columnist.



### THE MESSAGE

Many people equate work to feelings of frustration, worry, unhappiness, anger or even fear. Work just doesn't have to be this way! We can talk about these issues *until the cows come home* or we can do something about them. Whether you're a leader or an individual contributor, you can make a significant impact in your workplace culture and also key relationships by making one small change after another, positively altering attitudes, behaviors and

performance. So *take the bull by the horns* and steer the positive change you want to see. Before you know it, you'll proudly proclaim, "HOLY COW!® This place rocks!"

### KEY TAKEAWAYS:

- *Ditch the downers* by positively influencing the attitudes and perspectives around you while choosing to collaborate with those you respect and admire.
- *Adapt to changes* with greater agility by welcoming diversity of thought and altering your actions when it matters most.
- *Appreciate and celebrate* the behaviors you desire—transforming your culture into one with higher morale, decreased stress, lower turnover, enhanced communication, a deeper commitment to the organization and a stronger bottom line.