

THE HUMAN EDGE™

Because influence begins with connection, not code.

In a world drowning in data, distraction, and uncertainty, the true casualties are:

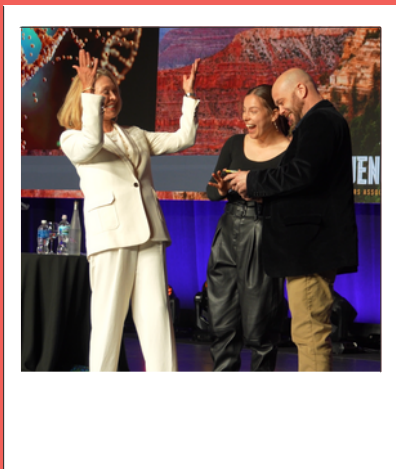
- TRUST
- CONNECTION
- INFLUENCE

After 20+ years working with global brands, Human Behavior Expert and Hall of Fame keynote speaker **Colette Carlson** knows the antidote.

It's building trust through genuine connection.

This is the **Human Edge.**™





ON-STAGE INTERACTIONS THAT SPARK REAL SHIFTS!

*Colette was one of the best keynote speakers we've ever had - she absolutely crushed it for the opening session at our largest annual event. She is relevant, engaging, funny, and tailored her presentation to our audience perfectly. We heard nothing but praise from our attendees for the remainder of the conference. We would highly recommend Colette to any organization looking for a dynamic speaker to add to the event lineup. Ashley McCann - Events Director **RE/MAX***

*Colette is an amazing speaker I highly recommend. She keynoted for 2300 franchise owners, general managers, and managers, and delivered a breakout session for 1500 general managers and managers. She did a great job researching our business and sharing stories and relatable examples. Attendees found her "funny and insightful." The vast majority rated her as "Excellent!" She was a delight to work with in planning the conference and on-site. Lora Peterson - Director, L&D **GREAT CLIPS***

TRUSTED BY LEADING ORGANIZATIONS



Colette Carlson, MA. CSP, CPAE teaches leaders and teams the human skills AI can't replicate - **trust, connection & resilience.**

Let's connect!

704-954-2339 or email us [here](mailto:colette@colettecarlson.com).



[COLETTE CARLSON.COM](http://COLETTECARLSON.COM)

MEET COLETTE CARLSON

Real-world insight. Contagious energy. Lasting impact.

Hall of Fame Speaker Colette Carlson equips professionals with the resilience, emotional intelligence, and communication skills to gain their definitive advantage!



HERE'S WHAT SETS THIS HUMAN APART:

1

Customization That Connects

I believe customization is more than a buzzword - it's a responsibility. Before stepping on stage, I do the deep dive: aligning with your event's goals, interviewing real audience members, and weaving in their world - whether it's health care, high-stakes sales, or leadership across generations. Don't just take my word for it - read the [LinkedIn](#) recommendations from clients who rave about my ability to make it feel like I've been in their breakroom or boardroom.

2

Connection is my Superpower

Audiences don't want a lecture. They want to feel seen. My gift is making that happen. I genuinely like people (yes, even before coffee). Whether it's a thousand leaders in a ballroom or a virtual grid of skeptical sales reps, I create a space where trust builds and truth lands. When we connect, we grow.

3

No Snooze, All Spark (With a Signature Twist)

"Wow, I never checked my phone once!" is something I hear again and again after my keynotes. I deliver high-energy, humor-packed presentations filled with powerful stories and engaging interaction that get people thinking, laughing, and sometimes *literally* on their feet. My signature prop skit adds a unique twist that breaks the usual speaker mold - opening minds, dropping defenses, and making the message stick long after the event ends.

4

Content That's Current and Curious

I'm a lifelong learner who devours research and translates it into relevant, real-world tools and actionable solutions. My insights are fresh - not recycled from 2005. Whether it's generational dynamics, psychological safety, or emotional intelligence, I stay ahead so your audience does, too.

5

I Deliver the Human Edge™

Beyond strategies and skills, I bring the one thing AI never will: humanity. I help leaders and teams elevate trust, resilience, and empathy - the intangibles that drive tangible results. In a high-tech world, I bring the high-touch that makes the difference. That's why top companies like McKesson, Procter and Gamble, and Microsoft trust me to energize, educate, and engage their audiences.

ABOUT COLETTE

Colette Carlson, a Human Behavior Expert and CPAE Hall of Fame keynote speaker, is known for helping leaders, teams, and organizations activate The Human Edge™—the critical strategies that strengthen trust, foster connection, and elevate performance in an increasingly automated, fast-paced world.

With her signature blend of humor, heart, and high-impact storytelling, Colette delivers deeply customized keynote experiences rooted in communication psychology, audience interviews, and current research. Her energetic, engaging, and interactive delivery style consistently earns top ratings and repeat invitations across industries.

Since founding her company, Speak Your Truth, Inc., Colette has delivered hundreds of keynote programs across five continents. Her content is shaped by decades of conversations—with executives, emerging leaders, sales professionals, and frontline teams—giving her a rare, real-world understanding of the human dynamics at play in today's workplaces. Combined with her Master's Degree in Human Behavior, this lived research enables Colette to provide both strategic insight and practical, actionable solutions.

Her trusted clientele includes industry giants like Microsoft, PepsiCo, FedEx, ExxonMobil, Procter & Gamble, Fidelity, Costco, and Domino's. Colette holds the Certified Speaking Professional (CSP) designation—an earned honor held by fewer than 10% of professional speakers worldwide, recognizing a consistent track record of excellence and impact. She has also been inducted into the CPAE Speaker Hall of Fame, a recognition that honors professional speakers who have reached the top echelon of career excellence.

Attendees consistently leave Colette's sessions energized and equipped with both the mindset and skillset to improve communication, deepen engagement, and lead with intention—key components of The Human Edge™ that drive both personal growth and organizational results.

The Human Edge™ Keynotes and Workshops

IMPACTFUL LEADERSHIP:

MASTER CONNECTION.
BUILD TRUST.
FUTURE-PROOF YOUR TEAM.



The future isn't just digital - it's deeply human. In an era defined by rapid change, advancing technology, and generational diversity, it's not just what leaders know, but how they *connect* that creates impact.

The Human Edge™ of Leadership equips leaders with the essential human-centric skills needed to foster trust, belonging, and performance in today's complex workplace. From hybrid dynamics to high expectations, employees need leaders who communicate with clarity, compassion, and courage.

Rooted in neuroscience and real-world strategies, this research-based program helps leaders raise the *quality of conversations* to meet the moment—and lead with presence, purpose, and emotional intelligence.

Because people don't just want to be managed. They want to be seen, supported, and inspired.

Key Takeaways:

Emotional Agility

Elevate your emotional intelligence to better navigate change, reduce friction, and create a connected, resilient team culture.

Conversation that Moves People

Learn actionable, human-first techniques to spark meaningful dialogue, deepen trust, and drive accountability without micromanaging.

Psychological Safety as a Leadership Strategy

Create a safe space where people speak up, bring ideas forward, and feel valued for who they are, not just what they do.

Strength-Spotting & Storytelling

Become a Human Highlighter® who authentically acknowledges progress and potential to boost motivation and moral.

Cultivating a Culture of Growth

Lead in a way that grows people—not just performance—so individuals and teams thrive under your leadership.

Real influence starts with real connection. Build yours with The Human Edge™ of Leadership.

The Human Edge™ Keynotes and Workshops

SALES SUCCESS:

INFLUENCE FASTER.
CONNECT DEEPER.
WIN MORE.



Sales success isn't just about closing deals—it's about opening relationships.

In a world of inbox overload, AI-generated everything, and rising buyer skepticism, the differentiator is no longer just product knowledge or persistence. **It's your ability to connect human-to-human.**

The Human Edge™ of Sales equips sales professionals with the mindset and skillset to lead richer conversations that break through the noise, build trust faster, and deepen relationships that drive long-term loyalty.

Rooted in behavioral science and practical strategy, this uplifting and results-focused session challenges outdated sales habits and replaces them with emotionally intelligent, buyer-centric communication. Drive connection, loyalty, and results through meaningful, modern conversations.

Because in today's trust-fragile environment, **how you show up matters more than what you sell.**

Key Takeaways:

From Transaction to Transformation

Learn how to move beyond scripts and surface-level pitches to create meaningful, memorable customer connections.

Protect Your Priorities

Adopt a mindset that filters distractions and focuses time and activity on what moves sales forward.

Strategic Curiosity

Ask better, deeper questions that uncover real needs, shift buying hesitations, and reveal opportunities others miss.

Empathy In Action

Listen beyond the words. Strengthen emotional engagement by understanding what customers truly value.

Stories That Sell (And Stick)

Harness the power of storytelling to illustrate impact, inspire action, and emotionally resonate with your audience.

Modern Trust-Building Techniques

Use verbal, visual and digital cues - especially in virtual selling - to build credibility and reduce buyer resistance.

Sales isn't just about influence - it's about impact. Get there faster with The Human Edge™.

The Human Edge™ Keynotes and Workshops

THRIVING TEAMS:

CONNECT AUTHENTICALLY.
COLLABORATE FEARLESSLY.
ACHIEVE COLLECTIVELY.



Teams don't thrive by chance—they thrive by choice, awareness, and courageous communication.

In a workplace shaped by disruption, hybrid dynamics, and relentless pressure to perform, the most impactful teams are grounded in trust, fueled by emotional intelligence, and united by a shared sense of purpose.

The Human Edge™ of Thriving Teams equips leaders and contributors with actionable tools to deepen connection, foster a climate of psychological safety, and embrace change with confidence and clarity. This dynamic, insight-rich session blends science-backed strategies with relatable storytelling to unlock what every high-performing team needs most: trust, truth, and tenacity.

Because success today isn't just about what we do—it's how we show up for each other while doing it.

Key Takeaways:

Psychological Safety in Action

Foster an environment where team members feel safe to speak up, share ideas, and take risks—without fear of judgment or retaliation.

Emotional Intelligence that Elevates

Strengthen your self-awareness and empathy to build better relationships, defuse tension, and navigate change with composure.

Courageous Conversations

Replace silence or surface-level dialogue with meaningful conversations that move collaboration—and culture—forward.

Change Agility

Shift from resistance to resilience. Learn strategies that help your team adapt and thrive in the face of constant change and uncertainty.

Trust That Transforms

Build a culture where trust isn't a buzzword—it's a behavior. Learn everyday habits that reinforce accountability, connection, and confidence.

Aligned Accountability

Move from “me” to “we” thinking. Discover how to co-create shared goals, expectations, and feedback loops that drive collective achievement.

It's not just what your team does - it's how they connect, communicate, and collaborate that determines how far they go. Thrive together with The Human Edge™.

The Human Edge™ Keynotes and Workshops

RESILIENT PERFORMANCE:

TRAIN YOUR BRAIN.

FUEL YOUR FOCUS.

STRETCH YOUR EDGE.

Burnout isn't a badge of honor—it's a warning light.



In today's boundary-blurred, always-on world, thriving at work requires more than just grit. **It demands intention, emotional agility, and the ability to shift from reactive to resilient—on repeat.**

The Human Edge™ of Resilient Performance is a powerful and practical experience that helps individuals take back control of their time, energy, and mental clarity. Whether you're navigating high-stakes deadlines, nonstop change, or the daily demands of hybrid life, this program provides the mindset reset and science-backed tools to stay focused, fueled, and forward-moving.

And unlike machines, humans aren't designed to run 24/7. **We require reflection, recalibration, and connection**—this session shows you how to access all three.

Through relatable storytelling, brain science, and immediately usable techniques, participants will leave with a renewed sense of agency—and the strategies to lead themselves and others from burnout to breakthrough.

Because it's not just about bouncing back—it's about bouncing forward with purpose and power.

Key Takeaways:

Focus on What You Can Control

Interrupt stress spirals by mastering mental filters that help you channel focus where it matters most.

Mindset Reset

Rewire your inner narrative and replace unhelpful patterns with empowering, science-backed reframes.

Energy Intelligence

Learn how to manage your energy—not just your time—by recognizing burnout cues and proactively restoring mental fuel.

Resilience Rituals

Build micro-habits that increase emotional endurance, improve clarity, and bring you back to center—even on tough days.

Support that Sticks

Create psychological safety for yourself and others by identifying what you need—and learning how to ask for it without guilt.

Stretch Your Edge

Adopt a growth mindset that helps you embrace discomfort, increase adaptability, and transform challenges into growth.

**Machines don't burn out - but they don't innovate, adapt, or connect either.
Build the mindset only humans can master with The Human Edge™.**

The Human Edge™ Keynotes and Workshops

EMPOWERED LEADERSHIP FOR WOMEN

OWN YOUR VALUE.

CULTIVATE CONNECTIONS.

INFLUENCE WITH IMPACT.



You don't need to become someone else to lead—you just need to fully own who you already are.

In a world still catching up to equity, women leaders often navigate a dual reality: extraordinary capability, paired with invisible challenges. From outdated biases and double standards to balancing boldness with likability, the path to leadership can feel like walking a tightrope.

The Human Edge™ of Empowered Leadership for Women equips participants with the clarity, confidence, and communication skills to lead with presence, elevate their influence, and claim their seat at any table—without compromising authenticity.

This empowering, research-backed session is designed for women at all career stages and delivers actionable strategies for navigating the real dynamics of work and leadership. Through the lens of emotional intelligence, self-advocacy, and connection, participants will learn how to turn challenges into catalysts—and show up with unapologetic impact.

Because leadership isn't just about rising—it's about rising while lifting others.

Key Takeaways:

Strategic Self-Worth

Silence the inner critic. Identify and own your value—then communicate it with clarity and conviction.

Purposeful Connection

Build relationships that open doors, offer support, and fuel your influence—without networking that feels transactional.

Commanding Communication

Speak up without shrinking back. Learn high-impact messaging techniques to be heard, respected, and remembered.

Mastering the Ask

Negotiate, advocate, and navigate critical conversations with confidence and composure.

Resilience on Repeat

Build the emotional endurance to move through challenges, navigate change, and bounce forward—not just back.

From Limits to Leverage

Identify unconscious scripts, redefine boundaries, and take bold steps toward growth—even when the path isn't clearly paved.

**Empowered women lead louder, rise higher, and bring others with them.
Unleash your Human Edge™ and lead from your full power.**

CLIENT TESTIMONIALS

I've worked with keynote speakers for many years, and regardless of how good they are, it is always a challenge to create a line of sight between their remarks and the mission and priorities of our organization. Colette Carlson is undoubtedly an exception to that. She researched our organization, spoke to some of our associates, and tailored her remarks to speak to the mission, goals, concerns, and hopes of Junior Achievement and its associates. Feedback from attendees place her as one of the best speakers we have ever had. She was a delight to work with, and I highly recommend her.

Ed Grocholski - CMO -Junior Achievement USA

As an insurance broker, we were holding a Sales Summit for over 200 of our sales team and leadership from all over the West Region. We brought in Colette to speak on Day 2 of our event, and to close out our meeting. Colette was everything we hoped for, and more! Due to the time she invested prior to our session, it felt like she knew our audience - understood their stressors and challenges, what they're striving for, etc... She presented her content in a way that was relatable, entertaining, and meaningful. She had the room laughing and engaged, and was just what we needed to end our Summit on a fantastic note. As attendees said, she "knocked it out of the park". Thanks so much to Colette for all the extra time and attention she invested in getting to know our audience. That's the difference between a good speaker and a GREAT one. One hundred percent recommend - you will be SO glad you did.

Alysha Christensen - Events Mgr - MarshMMA

I highly recommend Colette to speak at any event you are hosting. This was the second event she keynoted and the feedback has been exemplary. She was entertaining, thoughtful, and passionate. The stories she used were relatable, and I will be thinking of her key phrases as I go about my daily work in leadership and communication. I had the pleasure of working with her prior to the event. During each prep call and email, she was thorough and asked plenty of questions to ensure she related her speech to our specific needs. I'm already looking forward to planning our next leadership event and booking her in the future!

Laura Bankert - Org Dev Specialist - Mount Nittany Health

Regent Surgical had the pleasure of engaging Colette as our Keynote Speaker for our 2025 Leadership Conference. This is Regent's annual meeting with all of our company's clinical and business leaders. From her preparation to the presentation, Colette is a professional who takes the time to learn about your organization, identify the challenges facing your staff, and speak to the practices and principles that can grow your team's leadership capabilities. Colette has a unique ability to tackle these difficult topics in a style that is engaging, humorous, and also poignant. We were lucky to secure Colette as our Keynote Speaker in 2025 and would not hesitate to bring her back again.

Riley Orr - COO - Regent Surgical

We had the pleasure of having Colette speak to our sales team of about 1000 people and she was fantastic! She worked really well with our leadership team before the meeting to tailor and personalize her message and that really separated her from other speakers. Additionally, she has a great blend of serious content mixed in humor to keep the audience engaged the whole time. We poll our team after our meetings on all content and Colette scored as "highly impactful" and the comments were all extremely complimentary. I would highly recommend her as a speaker for your next engagement!

Ryan Steck - Executive Director - Henry Schein

We had Colette Carlson back for our Annual Leadership Retreat. No regrets! She was spot on with her content and delivered it in a way that resonated with each leader at every level of the organization. Colette has a way of connecting all the dots by combining her knowledge and expertise, peppered with just enough humor to capture and hold the attention of the entire room. She rocked it!

John Munoz - Dir of Learning & OD - TrueCare





THE REAL FUTURE OF WORK NEEDS A HUMAN REBOOT. HERE'S WHY:

- When people feel seen, they stay and contribute.
- When leaders connect, they grow high-trust cultures.
- When teams have trust, they collaborate and innovate.
- When salespeople care, deals accelerate.

THIS IS THE HUMAN EDGE™

You know your people. I know how to move them. Let's design a customized message that matters - together.

Connect with Colette or call
Michelle Joyce at (704)965-2339



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