



Play The Game
Until You Can
Change The Rules

Laura Casselman



As a girl, Laura Casselman dreamed of one thing: getting out of her one-stoplight town.

It's hard to argue that she wasn't successful in her dream.

A life full of accomplishment; a Rockette, a tech CEO, a business owner, and a mother, Laura doesn't just settle, she strives for more personal growth. She's passionate about fueling success because she's witnessed firsthand how that growth from within sparks organizational transformation.

She's spent her years battling in a male-dominated industry, dealing with all the horror stories you've already heard of, and now she's here to show people how they can fight back.

Unlock your organization's full potential with her as your guide. Together, she'll turn challenges into opportunities and aspirations into achievements. Not only will she help formulate a clear plan to use as a roadmap, but she'll ensure you know what to prioritize each day to move the needle forward toward accomplishing your goals. Learn to play the game until you get to decide the rules. With her vast wealth of experience, booking Laura is a guaranteed win!

As she always says, direction comes from leaders, and a leader she is.

Why Book Laura:

Organizations all over the world bring Laura in for her contagious energy and incomparable approach to helping people generate multi-million dollar success personally and professionally.

Forbes

Inc.

Entrepreneur

ADWEEK



Noobpreneur.com

FEEDFRONT

Tireless in her commitment, she's here to conquer challenges and drive success. Specializing in strategic planning, leadership development, employee engagement, and performance improvement, her track record speaks for itself. If you want tangible results that empower businesses to thrive, then Laura is your ticket.

Services:

- Keynote Speaking
- Consulting
- Professional Development
- Team Building
- Process/Systems Evaluation
- Podcasts
- Live and Recorded Interviews
- Training

Speaking Topics:

- The Power of Intentional Planning – Proper Planning for Organizational, Individual, and Team Wins
- Dynamic Cohesion in the Workplace
- Thriving in the Corporate World – Supporting Women, Elevating Business
- Teambuilding – Hiring the Correct Personalities to Build the Team You Rely On

Testimonials:



I've had Laura speak at multiple events and always found her to be so professional, hard-working and ethical, and at the end of the day, such a nice person. If you have the opportunity to work with Laura, I would grab it with both hands. She always delivers.

Declan Mac
Founder of Marketing Alliance



For the last 3 years, we have invited Laura Casselman to speak at the Commission Expo, and the reason for that is the feedback we received from our audiences. Laura has been consistently voted our best speaker and I can tell you from my experience, Laura commands the stage. She has an amazing stage presence. Her presentations, from the slides to the delivery, are always so engaging. She is a force to be reckoned with when it comes to speaking onstage and we will continue to invite her back - She is my top endorsement!

Omar Martin
Co-Founder of the Commission Expo

Laura Casselman is THE perfect role model to the business world in my opinion. She shows us how to build a purposeful business where ethics meets outstanding financial results. Giving both the ROI on the investor's investments and as well can empower their team to do their best by opening up for their creativity, fun, and self-belief. Brilliant results.

Judge
The Stevie Business Award

Trust Your Increments:



Trust Your Increments: How Small, Consistent Steps Can Lead to Massive Success is a Wall Street Journal Best Seller.

Learn how by defining what success means to you, setting your goals, and detailing clear plans to reach those goals it doesn't matter if you are unique or special.

She doesn't avoid discussing the obstacles during her climb up the corporate ladder, or how she had to play the game with the Old Boys Club along the way. Her motto became: Play the game until you can change the rules, and that's precisely what she did.

Find a proper road map to success for your company and brand while ensuring both you and your teams execute the plan to deliver winning results year after year.

Book Laura:



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