

B|A|M

BETSY ALLEN-MANNING

DESTINATION WORKPLACE™

Keynotes. Workshops. Culture Strategy.

**Backed by Data.
Delivered with Energy.
Built for Results.**



WATCH SPEAKING REEL

CBS
NEWS

FOX

NBC

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TEDx

BUSINESS
INSIDER



FROM KEYNOTES TO CULTURE SHIFTS, MEET BETSY ALLEN-MANNING

- FOUNDER OF DESTINATION WORKPLACE™
- BEST SELLING AUTHOR
- INTERNATIONAL LEADERSHIP SPEAKER
- CULTURE & RETENTION EXPERT

Featured on FOX, CBS, ABC, NBC, and TEDx, Betsy Allen-Manning is a highly recognized leadership expert, best-selling author, culture strategist, and founder of [Destination Workplace™](#), an award-winning firm helping companies build cultures where top talent applies, grows, and stays.

With over **15,000 leaders and teams trained**, Betsy is trusted by powerhouse brands like **Toshiba, Aflac, Baylor Health**, and the **U.S. Department of Defense** to deliver data-backed strategies that improve retention, accountability, and leadership impact.

Known for her research-driven approach and signature energy on stage, Betsy combines behavioral science with practical tools to help organizations become **Employers of Choice** so they can outperform and outlast the competition.

Her mission is to put purpose, accountability, and loyalty back into the workplace.

Backed by Data. Delivered with Energy. Built for Retention.



In the Media



Betsy's Website



**2024 Global Recognition
Award Winner**

SEE BETSY ELECTRIFY THE STAGE:

Energize your audience. Equip your leaders.
Leave a lasting impact that drives real results.



Speaking Reel



TEDx Talk



Virtual Demo



Wellness Reel

Why Meeting Planners Trust Betsy to Deliver:

- ✓ Delivers more than a speech; she provides applicable strategies.
- ✓ All content is backed by data & industry research.
- ✓ High-energy & high-interaction experience.
- ✓ Organized, communicative & low maintenance.
- ✓ Every presentation is custom-tailored.
- ✓ Award-winning expertise in leadership & culture.

HIGH-ENERGY KEYNOTES

Choose from Betsy's most-requested topics.



BECOMING A DESTINATION WORKPLACE™

How to Attract Top Talent, Drive Accountability, and Build a Culture People Never Want to Leave

The war for talent isn't coming, it's here. And most companies are losing. In this data-backed program, leadership and culture strategist Betsy Allen-Manning walks executive teams through the Destination Workplace™ Framework—a proven roadmap to assess, align, and improve your employee experience so you can finally build a culture that attracts, engages, and retains top performers.

The 6-Part Destination Workplace™ Roadmap:

Assess the Gap | **Align** the Message | **Elevate** the Experience | **Execute** with Accountability | **Measure** through Feedback | **Join** the Movement



Ideal for: Executive teams, HR conferences, Franchise Owners, Healthcare Systems, Bank Executives, and Multi-location Orgs

[VIEW FULL DESCRIPTION](#)



THE DESTINATION WORKPLACE LEADER

How to Build Trust, Model Culture, and Multiply Your Impact at Every Level

The type of leader you are determines whether you will inspire ownership... or apathy. Whether you're leading a team of 2 or a company of 2,000, the culture around you starts with the character within you. In this inspiring and highly interactive keynote, Betsy equips current and emerging leaders with the mindset, behaviors, and leadership presence required to create a culture where trust runs deep, growth is constant, and values actually mean something.

The 4-Part Leadership Blueprint:

Build the Character of Trust, Respect & Ownership | **Develop** 6 Power Skills Needed for Today | **Model** Culture | **Multiply** Your Impact



Ideal for: Executive Leaders, Middle Managers, Emerging Leaders, Leadership Training, Leadership Conference

[VIEW FULL DESCRIPTION](#)

HIGH-ENERGY KEYNOTES

continued...



RESET & RECHARGE

A High-Energy Experience That Eliminates Stress, Negativity & Burnout Fast

In this high-energy, unforgettable experience, Betsy brings the fun and the strategies to help you transform your mindset, recharge your motivation, and build resilience for whatever work (or life) throws your way. Designed for high-stress teams, burnt-out leaders, exhausted parents, or conferences that need an energizing boost. Laughter is guaranteed. Takeaways are actionable. Energy is through the roof!

The 4-Part Well-Being Framework:

Reduce Stress & Negativity | **Build** Better Habits | **Eliminate** Burnout | **Become** Resilient



Ideal for: Healthcare professionals, educators, associations, leaders, teams, conference kickoffs / closing sessions

[VIEW FULL DESCRIPTION](#)



DNA OF HIGH ACHIEVERS

Develop the Mindset, Strategy, & Execution to Achieve Next-Level Success

In this unforgettable and high-impact experience, Betsy Allen-Manning shares the breakthrough habits and performance strategies she's learned from interviewing elite performers—from champion UFC fighters to 8-figure entrepreneurs.

The C.O.M.M.I.T. METHOD:

Clarify goals | **Obtain** New Skills |
Master Time | **Make** Success Habits |
Build Inner Circle | **Develop** Tenacity



Ideal for: Women's events, sales kickoffs, entrepreneurs, team summits, event kickoffs.

[VIEW FULL DESCRIPTION](#)



PEOPLE SAVVY

Master Communication. Build Connection. Handle Anyone with Confidence

People are complicated. Different personalities. Misunderstandings. Conflicting communication styles. Sound familiar? In this highly interactive (and hilariously accurate) experience, Betsy reveals a powerful, research-backed framework that helps you understand people better.

You'll Discover How To:

Identify Personalities Quickly | **Avoid** Common Communication Mistakes |
Handle Difficult People Confidently



Ideal for: Associations, Universities, Non-profits, team retreats, event kickoffs

[VIEW FULL DESCRIPTION](#)

INTERACTIVE WORKSHOPS

Hands-on sessions that equip leaders & teams with the tools and frameworks to drive real change.



Small Group
Breakout Format



Tools & Skills-
Based Learning



Interactive, Fun &
Action-Oriented

CHOOSE YOUR WORKSHOP FOCUS

LEADERSHIP MASTERY

Perfect For: Executive Teams, Middle Managers, Emerging Leaders

Time: 90-min | Half-Day | Full-Day

Outcomes: Develop the 6 power skills needed for today's workforce:

1. Communication
2. Coaching
3. Time Management
4. Delegation
5. Culture-building
6. Develop Future Talent

Included: Leadership Audit, Role-Play Worksheets, Action Plan Template

CULTURE ACCELERATOR

Perfect For: Executive Teams, HR Directors, Business Owners

Time: 90-min | 2-hrs

Outcomes: Using the Destination Workplace™ Framework, participants brainstorm practical and applicable strategies for creating real culture change. They will identify negative aspects in 8 core areas of the employee journey, and discuss how to improve the employee experience.

Included: Brief Culture Audit, Worksheets, Action Plan Template

DISC: MASTERING PEOPLE SKILLS

Perfect For: Team events, conference breakouts, leadership training

Time: 90-min | 2-hrs | Half-Day

Outcomes: By the end of this workshop, you'll have the ability & confidence to communicate effectively with any personality style, build stronger connections, trust, and influence, reduce conflict, and create a more harmonious environment.

Included: Worksheets, problem-solving | team-building activities



HIGH-PERFORMANCE MASTERY

Perfect For: Team training, conference breakouts, sales training

Time: 90-min | 3-hrs

Outcomes: Master the 6 strategies for next-level success:

1. Clarity
2. Obtain New Skills
3. Time Management
4. Habit's Management
5. Inner Circle
6. Tenacity

Included: Worksheets, high-performance audit & activities

WHAT AUDIENCES SAY ABOUT BETSY



"Betsy was OUTSTANDING, vibrant, and infectious! She engaged the audience right from the start and had them throughout the entire presentation."

-Pamela



"Betsy gave real-life scenarios, impactful stories, and gamification to lock in the skills taught. Her perspective was thought-provoking, and meaningful and will reap rewards for our entire brand."

-Brittany



"That was the best \$ my company has spent in a long time. All of our leaders appreciate what you shared, and loved your energy and the way you got everybody out of their chairs."

-Brian



"Betsy exceeded all expectations as a speaker for our franchise organization. She combined deep industry knowledge with engaging delivery, providing actionable insights we could implement immediately. She was the exact caliber we were looking for."

-Anthony



"Betsy was amazing. Really insightful. Everybody embraced her content, and are really excited to apply it with their staff and their customers."

-Danielle



"Betsy's energy level was amazing, and she had unbelievable chemistry with the audience! She provided great communication and leadership tips and gave us strategies we can implement immediately."

-Cathy

TRUSTED BY TOP BRANDS NATIONWIDE



Additional Clients Include:

Wells Fargo

CVS

1st Heritage Credit

Keller Williams

Sealy & Co

Univesco

ParaWest Management

Camp Jellystone

Epcon Communities

New Horizons Learning Centers

LegacyTexas Bank

Signify Health

Smile Doctors

National Home Builders Association

Ready to Elevate Your Next Event?

Whether you're planning a high-impact conference, leadership retreat, or a company-wide transformation, let's build something unforgettable together.

[Click For Next Steps](#)

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