

Gayle Keller

Chief Reinvention Officer

Speaker | Advisor | Coach | Author

Revitalizing Gender Inclusivity with Women in STEAM

Gayle Keller is an award-winning seasoned technology executive who learned to become a risk-taker at heart as she successfully and professionally reinvented herself many times to assume higher level positions in male-dominated industries.

As an executive, she experienced, first-hand how women struggle to excel in the workplace, and how men struggle to understand and cohesively work together with women.

As a result, and with a strong personal calling to empower women to succeed without leaving men behind, she launched her own firm, Gayle Keller LLC, to be a powerful leader and a driving force in the revitalization of gender inclusivity in STEAM (Science, Technology, Engineering, Arts and Mathematics) industries.

An added bonus for Keller is to be a positive role model to her two young girls, and to do her part in the world to build an inclusive culture of all genders across all sectors of STEAM.

Keller is hailed for her leadership, hands-on integrated programs, and her direct approach to shift the paradigm and culture of select companies and universities alike through her keynotes, presentations, advisory services, coaching programs, and her soon-to-be published book, **Theodora Speaks**TM.

AREAS OF EXPERTISE

Gender Inclusion
Team Dynamics
Workplace Culture
Personal Brand
Presence & Performance
Risk Taking & Reinvention

WHO LOVES WORKING WITH GAYLE

C-Suite Executives
Leadership Suite
Mid-Level Managers
Sales Teams
Women's Cohorts
Men's Cohorts
Associations
Universities
College Students

“Gayle’s wealth of knowledge and passion are unmatched. Her valuable insight provided an actionable strategy for me to incorporate into my role; I’m feeling ignited and empowered.

Tara Vickers

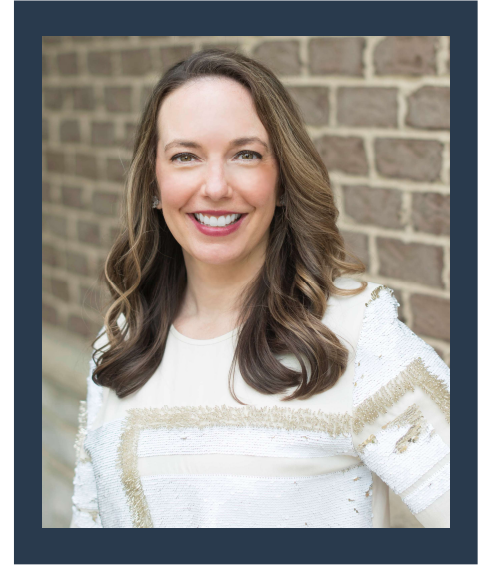
Associate Director, Office of Business Partnerships at Indiana University

Keynotes

Presentations to Revitalize Gender Inclusivity in Women in STEAM (WiSTEAM)

Speaker | Advisor | Coach | Author

Gayle Keller is a risk-taker and does not waiver when it comes to tackling difficult subjects with her audiences. Her friendly, frank and open personality welcomes people to share their challenges, express their frustrations and remain open to new perspectives. Her expertise lends itself to produce compelling benefits for companies and employees alike.



KEYNOTES & PRESENTATIONS

- **The Keller Code to Improve Communication, Collaboration & Camaraderie**
- **Improve Inclusive Interaction with All Genders**
- **Presence, Posture & Performance for Promotions**
- **Risk-Taking and Reinventing YOU for Your Next Role**

CORPORATE INCLUSIVITY PROGRAMS & COACHING

- **Gender Inclusion Acceleration**
- **Enhanced Career Development**
- **Cultural Transformation**

CO-CREATE YOUR GENDER INCLUSIVITY PROGRAM

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Beyond the Keynote

Programs to Revitalize Gender Inclusivity in WiSTEAM

Speaker | Advisor | Coach | Author

Gayle Keller's most satisfied clients partner with her to implement the process and tangible takeaways she shares in her custom-designed programs for an organization's unique needs, which can include advisory services, and group and individual coaching.

Beyond the Keynote - Gender Integration Programs

Gender Inclusion Acceleration: 9-Month Company Engagement

In this group mastermind program with your employees, we will discuss key issues taking place internally and solicit specific ideas from the employees to identify and customize solutions for the most pressing issues they're dealing with which can then be addressed and activated within your organization.

- Two meetings per month to research, assess, and analyze internal status of gender inclusion
- Three 60-minute management strategy sessions and briefs with Gayle Keller to assess employee engagement
- Two additional sessions with former top tier corporate executives who have also reinvented themselves to empower others – and who will present complementary topics with Gayle, such as socially responsible investing, wellness/self-care, sleep tactics, and even image, presence and style advice
- Confidential presentation of insights to management based on employee feedback at conclusion of the engagement

Enhanced Career Development: 9-Month Individual Coaching Program

This service offering tackles various challenges with a collaborative team that leads to successful outcomes through an individual coaching program that up-levels your employees' commitment, passion and engagement within their role at your company. This enriching, safe, open and empowering coaching program will energize, inspire, and impact your employees' professional journey in a meaningful way.

- 1:1 career coaching
- Individual progress reports (insights, perspectives, career development, etc.)
- 20-25-person capacity

Cultural Transformation Assessment: Quarterly Engagement

In this program, Gayle offers fresh insights as she takes you through a cultural transformation and offers an outsider's perspective that spans multiple industries and companies to your benefit. This program allows organizations and employees alike the ability to have quarterly check-ins to address problems and recommendations for integration at a high level.

- Quarterly meetings with your Diversity, Equity and Inclusion (DEI) task force or the like

CO-CREATE YOUR GENDER INCLUSIVITY PROGRAM

SPEAKING TOPIC

The Keller Code on Communication, Collaboration & Camaraderie

Diversity is even more important in our globalized world today. To be a diverse organization, you must have a focus on inclusion; it’s no longer an option. Cracking communication codes leads to greater amicability among peers. Additionally, balanced teams of complementary personalities and skill sets result in a collaborative environment that optimizes operations and enhances employee development, which will further result in achieving goals like cost savings improved profitability, and greater retention.

As humans, we have an innate desire to belong, to be seen, and validated – and that holds true in the workplace by extension. However, we have unique personalities, likes, dislikes, and different communication styles that need to be acknowledged and understood. While we don’t have to be friends with all our coworkers, mutual respect is necessary. When we know more, we understand more, and will work together in a more collaborative way to meet company goals that increase the bottom line and intrinsic goals that will increase employee morale and fulfillment in the process.

FOCUS OF THIS KEYNOTE / PRESENTATION

This Keynote / Presentation is designed to be personality based and people focused. Each participant will learn how to understand the differences in approaching a decision to any given situation, especially between genders.

- Individuals will complete an assessment that identifies personality traits, work preferences, and communication styles
- Review, examine and present the results
- Learn about the different traits people have and how to work productively with them
- Role play various challenges with specific, real-life situations
- Gain a full understanding of the assessment
- Implement learnings immediately

BENEFICIAL OUTCOMES FOR ORGANIZATION

- Enhances overall profitability for your company
- Improves team collaboration, performance and outcomes
- Decreases turnover rates and breaks down internal silos
- Identifies star employees to reward with more responsibility, and offers more resources to employees who need more support to excel
- Avoids imbalance of teams of the same skill sets (“birds of a feather”)

Example #1: A team of all “Type A” personalities are quick to make decisions in the absence of data and facts, which minimize outcomes because they lack the skills, objectivity and perspective to do so.

Example #2: A team of all “Analytical” individuals who crave data and struggle to make decisions, increases the likelihood of missed timelines, constrains internal resources, creates bottlenecks, and results in unnecessary delays

Solution: A blended team of “As” and “Analyticals” and other skills sets will leverage their complementary abilities more effectively, and will utilize shared data to make informed decisions, improve communications, stay on time and within budget, and deliver on (if not exceed) their goals

BENEFICIAL OUTCOMES FOR EMPLOYEES

- Improves problem-solving and communications skills by understanding other roles and functions of the organization
- Expands professional and personal growth for continuous career development
- Fosters confidence for greater empathy, more effective communication and relatability with each other, management, and clients
- Heightens productivity and agility
- Builds trust for sharing diverse perspectives and discussions
- Fills out talent gaps
- Decreases conflicts among team members and clients
- Enhances loyalty retention, employee morale and career satisfaction
- Increases the bottom line with more predictable results and less disruption to the business

SPEAKING TOPIC

How to Work Productively with Women

Ever wonder what the secret to success is with respect to women and men working well together in the workplace? Men who haven't worked with women in STEAM find it even more challenging.

Numerous studies and reports have proved that productivity, morale, and retention increase when women's voices are heard, and they have a seat at the table throughout all ranks of an organization.

Statistics show when women are in executive management positions, profitability increases as does job retention and satisfaction. In addition, gender inclusion adds a positive impact on morale and company culture.

Men especially enjoy this session as it gives them greater perspective and insights on how to work more effectively with women, and to better understand their thinking and contributions to the business.

THE FOCUS OF THIS INTERACTIVE WORKSHOP

This program specifically works to foster a culture of people of all genders to better understand each other, learn which tools to use to circumvent disagreements, and gain increased knowledge and insights about how to be more productive when working with others.

- Demonstrate scenarios of common issues between genders
- Discover personal biases and how they impact working relationships
- Depict critical differences of working aptitudes of both genders (and how to optimize)
- Identify common goals and understand how each gender perceives tasks at hand
- Learn the "rules" of exchanging ideas, sharing information and collaborating at a higher level

BENEFICIAL OUTCOMES FOR ORGANIZATION

- Starts everyone off on a level playing field and provides an active means of support
- Increases employee retention and job satisfaction
- Provides a stronger onboarding process with hands-on training vs. a "survival of the fittest" mentality, especially during the critical first 100 days -- and subsequently measures the following months' performance for a given employee
- Decreases recruiting, onboarding and employee turnover costs and efforts
- Fosters accelerated productivity in a collaborative environment
- Increases profitability as a result
- Fills the gap of skill sets – and gender and generational attrition and recruitment
- Opens recruitment to a larger internal talent pool of satisfied, motivated, driven and aligned employees

BENEFICIAL OUTCOMES FOR EMPLOYEES

- Fosters an inclusive culture of people of all genders supporting one another to succeed
- Increases thoughtful and empowering professional relationships leading to job satisfaction over the long term
- Promotes architecting a focused and customized career path
- Provides constructive feedback through diverse collaboration
- Builds confidence to excel and earn promotions
- Enhances comfort levels to achieve greater success and empowerment
- Encourages women to proactively seek out additional roles, with active coaching and mentoring options to provide them with feedback, insights, and the support they need to be set up for success

SPEAKING TOPIC

Professional Brand, Presence, Essence & Impact

WiSTEAM (Women in STEAM) work in fast-paced industries. If we do not invest in ourselves, we run the risk of being overlooked and losing opportunities. We don't want to become outdated or left behind. We want to be progressive when it comes to investing in ourselves – both personally and professionally to make sure we get that promotion!

THE FOCUS FOR THIS PROGRAM

In this presentation, Gayle shares the key attributes for women to adapt and embrace as professionals in STEAM that will set them apart from others to reach their desired career goals.

- Build your personal brand and portfolio for internal and external opportunities
- Present with effective communication, honed presentation skills and confidence
- Brag without bragging when you learn how to be your own advocate
- Be known as the Orchestrator rather than the X,Y,Z Specialist or Manager
- Extend your internal and external network with strong relationships for present and future opportunities
- Develop your own “Career Development Advisory Board” for professional support throughout your career

BENEFICIAL OUTCOMES FOR ORGANIZATION	BENEFICIAL OUTCOMES FOR EMPLOYEES
<ul style="list-style-type: none"> • Provide dedicated training hub, internal mentorship programs, and career development counseling to anchor employee retention and career satisfaction • Build platforms for employees to prepare, plan and launch the next steps in their careers • Learn key factors that motivate employees to work productively, contribute more, and remain loyal • Develop stronger internal candidate pool for promotions and transfers reducing costs, efforts, and disruption in the business • Gives employees options rather than feeling static which contributes to burn out and resignations • Increase profitability, cost savings, job attraction and retention 	<ul style="list-style-type: none"> • Teaches women how to invest in themselves • Increases confidence in one's skill set • Leads to a more courageous stance in taking more responsibility • Develop gap skills sets to increase marketability in department, company and industry • Advances new opportunities for roles and increases wages/earnings • Become more comfortable with aspects of growth • Remain curious and expressive in all aspects of role, team and company • Increases willingness to calculate and embrace professional risks in one's career • Make more meaningful contributions to your company

GAYLE TEACHES ONLINE COURSE

Risk-Taking & Reinventing YOU

I offer an online course to equip you with the skills you need to take more calculated risks in your career - to catapult you from surviving to thriving while feeling fulfilled. I've developed this course as a risk-taker myself. I've struggled with the HOW and the WHEN, but never the WHY. I've designed this curriculum to be self-guided, providing you with the tools you need to be aware of and sharpen to take your own leap of faith into the unknown, and to paint your career portrait on your own blank canvas.

Why This Course?

If you are grappling with uncertainty, indecision, and a feeling of being stuck in your career, this course is for you. This educational curriculum is focused on instilling the five most important values required for elevating your career to a higher level of success. I can help you successfully reboot by teaching you how to gracefully fail forward without crashing and burning.

This course will set you on a career trajectory that is right for you and that leaves you feeling fulfilled and empowered. Click [here](#) to read my published article on H.O.P.E. entitled **Working Women: A Historic Look Back to Shine H.O.P.E. on Our Future.**

This course is designed for women in STEAM (WiSTEAM) who are managers and executives alike (or aspire to be!) who are struggling with a fear of failure, not feeling fulfilled, and who are yearning for more balance but are afraid to rock their boat because they are surviving - but not thriving. They are in search of tools and strategies to help them successfully troubleshoot their complacency, reboot their careers, transform themselves in alignment with their passion, and take steps to pivot towards their desired results with clarity and confidence.

If you are hungry for success that fuels your soul and gives you growth with balance in both your professional and personal life, this course is for you. If you have a seat at the table or aspire to, or a desire to change your professional direction altogether, I would be honored to be a part of your journey. Yes, you can have personal development without the guilt and self-doubt in a way that empowers you to follow the blueprint laid out by this course's offering. Upon completion of this course, you will have tapped into the following superpowers:

- **Courage** - permission to follow your calling; see the vision of what your life could be like with clarity
- **Confidence** - ask for what you want; figure out your road map while strengthening your risk-taking skill set
- **Decisiveness** - take the pressure off, and come from a sense of determination, with less guilt and greater empowerment
- **Assertiveness** - communication skills, asking for what you want; the equanimity you crave - move from an "I can't" stance to one that says "yes I can" with conviction
- **Balance** - identify the stress and stressors, remove barriers, move through obstacles, maintain the journey, and find personal and professional fulfillment, growth and momentum, awareness, focus on priorities

THIS REINVENTION COURSE WILL TRANSFORM YOU

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Partner with Gayle Keller



Speaking on the big stage before 10,000 Microsoft attendees, Gayle Keller discovered her voice and learned her words impact thousands. Whether virtual or in-person, Gayle offers keynotes, presentations, workshops, and breakouts to revitalize and empower gender inclusivity efforts at large and select organizations and universities. She also interviews women leaders in STEAM on her podcast, “Theodora Speaks”™ which caters to professional working women. A Theodora™ is the heroine for her family, the heroine of her peers, and someone who does not let her fears prohibit her from taking risks.



Beyond speaking and delivering insightful presentations, Gayle provides advisory and coaching services to ensure successful implementation of gender diversity programs and practices among male and female employees for executives, leadership, middle managers and worker bees.



Gayle’s first book, **Theodoras Speaks**™ illuminates five professional women who each embody one of Gayle Keller’s Success Pillars to overcome their professional, personal and career challenges in the STEAM fields. Each woman examines her own self beliefs, actions, weaknesses and strengths to determine that the greatest path to success is by taking risks and reinventing themselves. It is scheduled to be launched in 2022.

CONTACT ME TO CO-CREATE YOUR CUSTOMIZED GENDER INCLUSIVITY PROGRAM



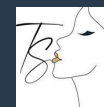
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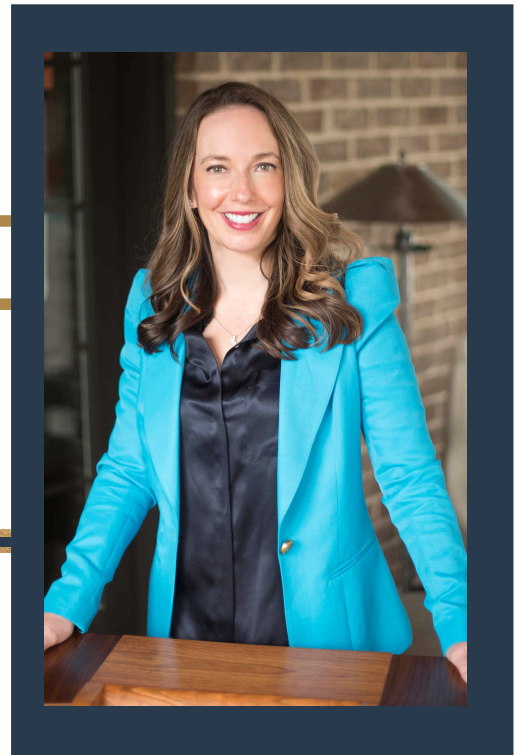
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A Little About Gayle Keller



As a professional speaker, advisor, coach, author and former award-winning executive leader who has a deep passion for improving communications and relationships, Gayle Keller leads, facilitates, inspires, and revitalizes gender inclusivity programs for select corporations and universities. Through keynotes, presentations, advisory and coaching services, Gayle empowers Women in STEAM (WiSTEAM) and their male co-workers to take calculated risks, pursue their highest career aspirations while working together in a collaborative, empowering, uplifting and success-driven organization.

Gayle has over 20 years' experience working in corporate America as a woman in STEAM. She started her career as a Strategic Buyer & Planner at Publicis Groupe, pivoted to become a General Manager at one of the world's largest publication and events organizations, and most recently dove headfirst into software as a Sales Executive at Microsoft. Throughout her career she has consistently been recognized, through formal awards and promotions, as a team-oriented, service-driven, and results-driven corporate advocate.

As CRO of Gayle Keller LLC, Gayle is fueled by a desire to lead Women in STEAM to elevate their presence to be heard and earn a seat at the table in these predominantly male industries and to navigate and revitalize gender inclusivity into today's STEAM organizations. She draws experience and expertise from her own journey as she successfully navigated the ranks in a predominantly male workforce, when she found her voice advocating for her needs and spearheading difficult conversations with, for and among her male and female co-workers, putting her own professional future on the line.

Additionally, Gayle serves on the Board for Young Professionals for Parkinson's Research as well as the Indiana University Student Foundation Board of Associates. During her tech career, Gayle has won notable awards such as the Circle of Excellence and Top Contributor of the Year awards from Microsoft to Highest Percentage Increase in New Accounts from Informa to Business Development achievements and a Strategic Planning and Development certification.

Born, raised and based in the Chicago region, Gayle achieved a Master's Degree in Integrated Marketing Communications from Northwestern University and a Bachelor's Degree in Journalism and Communications from Indiana University.

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