

# PAM BORTON

KEYNOTE SPEAKER , ICF SENIOR EXECUTIVE COACH & AUTHOR



**BORTON PARTNERS**  
NEXT LEVEL LEADERSHIP

## KEYNOTE SPEAKER

Pam has a unique gift for connecting with any audience in an authentic way that promises an inspiring and memorable keynote presentation. For more than a decade she has been motivating audiences across the country by telling her stories and sharing her experiences as a winning coach. She provides the key ingredients needed for empowerment, successful leadership, and peak performance in any industry. Her unique executive experience and best practices will provide you with the highly sought-after insights and advice to go to the Next Level as leaders, to build a collaborative culture, and to assemble great teams across organizations.

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*ICF Senior Executive Coach  
PCC, Inspirational Business  
Keynote Speaker, Leadership  
Trainer and Expert, Philanthropist,  
and Author of ON Point.*

A leading executive coach, Pam is committed to taking senior- level and C-suite executives, and their high-performing teams, to the "Next Level". Pam aligns with organizations and Fortune 500 companies across the country and across industries including finance, retail, IT, hospitality, higher education, human resources, healthcare and more.

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# KEYNOTE SPEAKER

**THEMES:** LEADERSHIP, BUILDING HIGH PERFORMING TEAMS, CHAMPIONSHIP CULTURE, MOTIVATIONAL

## POPULAR KEYNOTE PRESENTATIONS AND TOPICS:

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### 21ST CENTURY LEADERSHIP: YOU'RE ON POINT

Business is full of conversations, and communication is sometimes the hardest thing for many leaders to do well: hard ones, high-stake ones, and game-changing ones. And yet, we still have a tendency to be afraid of (and bad at) the tough conversations and celebrating small successes. We shy away from them or ignore them entirely. But these tough conversations are often the ones that are most critical for business, strategically partnerships, and developing your pipeline of success.

Pam discusses the importance of creating a culture of expectations, clear and open communication, and the importance of delivering feedback that will motivate individuals and organizations to realize their full potential.

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### CREATING A CHAMPIONSHIP CULTURE – IT'S THE EXPECTATION!

Culture is critical. You have to build culture like you build your business. However, most leaders and organizations spend more time on their daily tasks, processes, and their business strategies and less time about building a sustainable culture from an emotional perspective.

Pam discusses how to build a strengths and values-driven culture that promotes overall wellness where the emphasis is on the people and driving results.

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### BUILDING HIGH-PERFORMING TEAMS...IT'S ABOUT WE!

The biggest different between big-time college athletics and corporate America is the whole team concept. Building functional and high-performing teams is the norm and the expectation is to win on game day. The absence of working together and performing cohesively in business has corporate America turned upside down.

Pam shares how to build and create high-performing teams from the landscape of athletics. In reality, building and working on teams are not the norm for most in the workplace. The million-dollar question is, How? How do I motivate team members? How can I utilize the whole team and get everyone heading in the same direction? How can I implement simple processes that will get real results?

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### WHAT GOT YOU HERE WON'T GET YOU THERE

The business landscape and expectations change rapidly the higher you climb the corporate ladder. This forces you to adapt and evolve quickly and simultaneously. Likewise, other people's behaviors and expectations shift, and you need to learn how to create new ways for businesses and stakeholders to interact with you. Perception is reality and you need to create the perception that supports your new title.

Pam discusses the expectations, opportunities, and challenges you have to face when climbing the ladder and cracking into this new space - the executive level. The expectations continue to change and the bar rises which means you must elevate your business persona and executive presence. It challenges one to think about and plan the next step up the ladder in your career.

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### INFLUENTIAL LEADERSHIP: CULTIVATING THE LEADER THAT LIES WITHIN

The power of positivity is just that: Powerful! Leadership is influence and people buy into the leader before they buy into the vision. This kind of influential leader is focused on people — and getting people from where they are to a place they have never been. This is created purposefully, intentionally, and inclusively across every level of an organization.

Pam explores how leaders can influence teams, employees, and companies so people can flourish and want to stay engaged.

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### THE X FACTOR: EMOTIONAL INTELLIGENCE

According to research, 70% of your culture is traced to the leader. What is the leader doing or not doing? High emotional intelligence is required for executive level leaders and is invaluable to successful business today. They influence people around them, promote innovation, grow bottom lines, and introduce new perspectives to established companies. But more than anything, they bring an energy that benefits the workplace. These leaders are self-aware, manage relationships, exhibit ownership, take responsibility, and make difficult decisions.

Pam describes the core attributes of what separates the good leaders from the extraordinary ones and why. She also discusses how to incorporate these characteristics into your leadership approach.

