

# Christa Haberstock

LEADERSHIP AND TEAM PERFORMANCE

KEYNOTE SPEAKER

## The Obvious Advantage<sup>®</sup>

**Excellence Without Exhaustion**

Helping leaders and teams recognize overlooked value and put it to work.



**People overlook their own advantage because it feels ordinary. Others overlook it because it becomes expected.**

In this funny, candid keynote, Christa helps audiences follow the clues to the unique combination of strengths, skills, and story behind their best contributions. Leaders get beyond “great job” and name what someone actually contributed. Team members see their own value more clearly and recognize it in one another.

People can be good at their work, get results, and still lose sight of what that work makes possible. Excellence Without Exhaustion starts with recognizing what already works, building on it, and understanding why it matters.

### What audiences take away

- 01** Follow the clues in what comes naturally, what keeps repeating, and what people rely on them for.
- 02** Get beyond “great job” and name what someone actually contributed.
- 03** Look past the completed task to the impact it helped make possible.
- 04** Choose one way to put an overlooked advantage to work.

**Ideal for** leadership retreats, company meetings, sales meetings, and association conferences. Stories, examples, and application are shaped around the room.

### About Christa

A former Canadian music teacher, Christa became a top-producing speaker agent eight times and founded See Agency, twice recognized on the Inc. 5000. Nearly 30 years of identifying and representing extraordinary talent taught her that what makes someone valuable often feels completely ordinary to them. She is the bestselling author of *Become a Bookable Speaker*.

### Planners and audiences say

**“10/10 would definitely recommend for leadership keynotes.”**

Thomas O'Banion  
Marketing Director, DataPath

**“Christa is an absolute pro. ... I give her 100% marks.”**

JT Long  
Vice President and Content Director  
Smart Meetings

### BOOKING AND AVAILABILITY

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Travels from Dallas, Texas

**Watch Christa's keynote reel →**

christahaberstock.com