

Christa Haberstock

Leadership & Workplace Culture Keynote Speaker | Creator of The Obvious Advantage® | Founder of See Agency & Bookable Speakers™ | Bestselling Author



Christa Haberstock is a leadership and workplace culture keynote speaker on a mission to help people recognize the value they have learned to overlook. Creator of The Obvious Advantage®, she challenges a familiar habit in organizations: spending so much time fixing weaknesses that we miss the strengths capable of moving the business forward. She helps leaders and teams see what makes them unusually effective and put it to work.

A former Canadian music teacher who became a top-producing speaker agent eight times, Haberstock founded See Agency and built a company recognized twice on the Inc. 5000 list of America's fastest-growing private companies. Nearly 30 years of identifying, representing, and positioning extraordinary talent gave her a distinctive perspective on performance: what makes someone valuable is often so natural to them that they struggle to see it themselves.

Warm, candid, and funny, Haberstock brings that insight to the stage through The Obvious Advantage®. Her framework helps audiences recognize the combination of skills, traits, perspective, and impact that makes their contribution distinctive. Leaders gain a clearer way to recognize talent, give specific feedback, and understand individual contributions. Team members gain language for explaining their value and recognizing it in one another.

Her message, Excellence Without Exhaustion, offers a practical starting point for growth: build on the qualities that already make people effective, then develop them with intention.

More About Christa Haberstock

In 1997, Haberstock left her career as an elementary music teacher in Canada and began selling motivational speakers in Texas on commission only. She had a new industry to learn and a living to earn. She also noticed a problem: talented speakers were being presented through cluttered materials that made their value difficult for buyers to understand.

She began helping speakers clarify their brands and communicate what made them worth booking. She closed more deals and became a top producer eight times. Recognizing what made someone compelling, then helping others see it, became central to her career.

In 2009, she founded See Agency, a boutique speaker management company. The agency earned a place on the Inc. 5000 in both 2016 and 2017. As a founder and business owner, Haberstock also experienced the everyday demands of leadership: deciding where to invest, how to distribute responsibilities, and how to grow a business without carrying every part of it herself.

Her work brought her alongside Olympic medalists, humanitarian leaders, elite athletes, and accomplished executives. Across very different careers, she kept noticing the same pattern: extraordinary people often considered the qualities that made them exceptional completely ordinary. That observation became the foundation of The Obvious Advantage®.

She later founded Bookable Speakers™ and authored *Become a Bookable Speaker*, helping professionals communicate their expertise and understand what makes buyers choose them.

Today, Haberstock applies that same ability to recognize and articulate value to leadership, workplace culture, and team performance. Her audiences leave with shared language for understanding what they contribute, noticing what others bring, and making more deliberate use of both.

Her message is simple: don't ignore the obvious. What feels ordinary to someone may be exactly what makes them extraordinary.