

# Christa Haberstock

Creator of The Obvious Advantage™, built from decades spent studying high performers, human potential and the patterns behind excellence.



Christa Haberstock is a leadership and culture keynote speaker, founder of See Agency and Bookable Speakers, and creator of The Obvious Advantage™.

Her authority was earned inside the speaking, talent, and performance business, where she spent decades helping high-performing experts and organizations identify what makes them valuable, differentiated, and sustainable in the market.

That experience gave her a direct view into a recurring leadership problem: organizations often assume low energy, inconsistency, or stalled growth is a motivation issue, when the deeper issue is role and system misalignment.

Christa's keynote work reframes that problem for executives, HR leaders, and people managers by showing how teams perform differently when work is built around the conditions under which people naturally create value.

Drawing on experience from the classroom, sales, and scaling a \$4.2M founder-dependent business, she speaks to what leaders actually have to protect: execution, margin, retention, and capacity.

Her core message is operational rather than inspirational: stop trying to “fix” people into fit and start designing roles, conversations, and systems around their Obvious Advantage™.

Christa serves corporate, association, conference, executive team, sales, HR, healthcare, education, nonprofit, and faith-based audiences across the U.S. and Canada.