



# Create a workplace where **EVERYONE THRIVES.**

**HELPING LEADERS CREATE CULTURE, CONNECTION, AND CHANGE**

## KATHERINE ROBINETTE

Katherine Robinette is a speaker and consultant who helps leaders turn uncertainty into clarity and ideas into action.

With 30 years of experience spanning theater, nonprofit arts management, professional services marketing/BD, and a decade of consulting experience, Katherine knows how to ask the right questions, spot patterns others miss, and design smart, doable solutions. Her frameworks offer structured, people-focused approaches to achieving big goals with resilience, energy, and enthusiasm.

Katherine is known for translating complex ideas into clear, actionable steps. She's guided firms through strategic planning, leadership transition, culture audits, and process overhauls — and helped leaders at every level find their footing again. Her sessions balance insight with practicality, blending humor, empathy, and plain speak that hits the mark, every time.

## TESTIMONIALS



"Katherine is equal parts sage and scientist. I applied her framework the very next day after her talk." - Nick T.



"Katherine breaks down the process with such clarity that it feels effortless." - Erin R.



"Watching Katherine is like a master class. She helped us solidify our goals and tactics, so we're finally making headway." - Kelly J.

## KATHERINE HAS SPOKEN AT



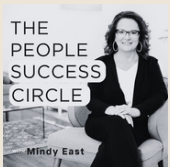


## MOST REQUESTED

- Leader You Are: 5 Changes You Can Make Tomorrow to Get Schtuff Done
- Tactical Pursuit Plans: A Scalable Approach
- How Do You Professionally Say “No Go”?
- Delegation for the Doer-Turned-Leader
- I Think We Need an Audit
- Get Your Strengths Off the Bookshelf
- Working With Multiple Bosses
- Shed the Armor: Make Epic Change Without the Battle



## PODCASTS



## BLOG

### SHED THE ARMOR

[KeystoneAndRaven.com/Blog](https://KeystoneAndRaven.com/Blog)



## SPEAKER REEL

Katherine Robinette, Speaker

## FAST FACTS

100+

Speaking Events

10-1,000

Attendees

15+

Podcasts

40+

Workshops

30

Years of Research  
and Experience

## BOOK KATHERINE TO SPEAK



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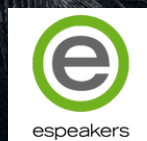
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## WEBINARS

### LEADER YOU ARE: 5 CHANGES YOU CAN MAKE TOMORROW TO GET SCHTUFF DONE

Leaders at all levels are facing the same challenge: too much to do, not enough time, and a deep desire to lead better. You're committed to building a team that's focused, capable, and energized and you want to lead them with intention and clarity.

You want to:

- Get the important schtuff done
- Motivate and engage the team
- Delegate in a way that energizes and empowers the team
- Juggle multiple priorities without losing focus on what matters most
- Reclaim time for strategic, growth-focused work
- Lead by example, with consistency, calm, and direction

This session is for thoughtful, people-first leaders who care deeply about their team — and want a practical way to lead with purpose, not pressure. This isn't theory. It's the same practical approach I've used for myself and others for more than a decade, tailored for people who care about doing good work and supporting their teams along the way.

Takeaways:

- A simple way to set daily priorities — even in the chaos
- Tools to protect time for focused work without guilt
- A framework for resetting expectations around meetings, messages, and interruptions
- A strengths-based approach to delegation your team will actually respond to
- Tactics to create clarity and momentum — starting this week

(1-hour, best as a webinar)

THE CHALLENGE IS NOT  
TO GET PERMISSION.

THE CHALLENGE IS TO CONSISTENTLY  
DO THE NEXT, RIGHT, HARD THING.



## WEBINARS

### **TACTICAL PURSUIT PLANS: A SCALABLE APPROACH**

Struggling to track your strategy for a big pursuit? Or looking for a way to scale your pursuit plan for smaller opportunities? Introducing the tactical pursuit plan – a simple approach to drive a successful pursuit process. With just one tool, your pursuit team can gather, track, respond to, adapt, and convey the information necessary to turn “I think this is what the client wants” into “I KNOW what the client wants”.

Whether you have a large team, long lead-time, or just one client meeting, the Tactical Pursuit Plan will focus your efforts on the most critical items needed to win. Follow the client’s lead and give them what they’re asking for – no guessing, no wildcards.

In this session, see the powerful Tactical Pursuit Plan tool in action:

- Turn your best guesses into vetted truths
- Honestly assess what you offer to meet your client’s expectations
- Create tactics to shift your client’s perspective of you, your team, and your approach long before the submittal date

(1-hour, best as a webinar)

### **HOW DO YOU PROFESSIONALLY SAY “NO GO”?**

Marketers know when a project isn’t a good fit – but saying “no” can feel like picking a fight. When internal teams push to pursue every opportunity, marketers are often left defending their judgment without the authority to make the final call.

This session gives attendees tools to respond to Go/No-Go discussions with professionalism, empathy, and clarity. Through a mix of insight, humor, and real-world examples, participants will learn how to address the most common objections to “no-go” decisions and how to guide the team toward a “No, and” without damaging relationships or morale.

Takeaways:

- Reframe common internal objections with clarity and confidence
- Apply a simple approach to de-escalate high-pressure pursuit conversations
- Craft “No, and” responses that protect client relationships and reinforce the firm’s positioning

(1-hour, best as a webinar)

## WEBINARS

### DELEGATION FOR THE DOER-TURNED-LEADER

You built your reputation by being the one who could get things done — and now you're leading others who look to you for direction, clarity, and confidence. But letting go is an artform — and it takes practice.

Whether you're new to leadership or simply want a clearer, more consistent approach to delegation, this session offers practical, respectful ways to delegate that empower your team and protect your time.

Introducing the PLATES Framework: a tool for deciding what to delegate, how to do it clearly, and how to create space for the work that matters most. This is delegation by design — and trust — and you'll leave with at least one real task ready to hand off with purpose.

#### Takeaways:

- Use the PLATES Framework to evaluate what, how, and to whom they should delegate
- Match tasks to the appropriate level of responsibility and authority
- Clarify expectations to reduce rework and support independent execution
- Identify outdated work that can be paused, retired, or removed entirely
- Create a live Delegation Brief during the session they can implement immediately

(1-hour, best as a webinar)



IF THEY CAN DO IT,  
SO CAN YOU.





## WEBINARS

### **I THINK WE NEED AN AUDIT. (NOT THE FINANCIAL KIND.)**

#### **WHAT AM I SAYING YES TO?**

You don't need a calculator — you need a flashlight.

When the goals are big and the path isn't clear, an internal audit can be the sharpest tool in your strategic toolkit. But most people don't know what a non-financial audit actually is — or they assume it's a massive, messy undertaking.

This session demystifies internal audits and shows how they can help you uncover what's working, what's missing, and where your team, systems, or proposals are getting stuck. Whether you're merging, growing, spinning your wheels, or just have a hunch something's off, you'll learn how to use audits to make the invisible visible — and the next steps obvious.

You'll walk away with real examples, practical tools, and a better understanding of how to move from “we should look at that...” to real insight and action.

#### Takeaways:

- What an internal audit is and why it's not as scary as it sounds
- The most common triggers that signal it's time for an audit
- Five types of reviews you can use
- How to choose where to begin
- Why the best audits don't give you answers — they give you options

(1 hour, best as a webinar)



A CLEAR TARGET TURNS  
ACTION INTO IMPACT.



## WORKSHOPS

### GET YOUR STRENGTHS OFF THE BOOKSHELF

So, you've taken a personal assessment and learned some really cool things about yourself. Now, how do you apply that to improve relationships, set and maintain boundaries, and communicate better up, down, and across the company? This workshop leads new staff and mid-level leaders and managers through exercises and self-discovery to develop implementable action items that are tailored to their core strengths so they can thrive in the workplace.

Takeaways:

- How to use your assessment to communicate your needs, preferences, and boundaries effectively.
- How to increase your success by advocating for more of what you do well and enjoy.

(3.5-hour, in-person workshop)

### WORKING WITH MULTIPLE BOSSES

Everyone has their own filters - their own way of seeing, hearing, and interacting with the world. Figuring out one boss is difficult enough, but what if you work with multiple people in a supervisor/employee dynamic? This workshop engages new staff and mid-level leaders and managers in exercises for finding common ground, getting clarity, and communicating effectively with diverse personalities.

Takeaways:

- Identify your own communication style and preferences.
- Assess someone else's communication style and preferences.
- Find common ground and bridge communication gaps.

(2.5-hour, in-person workshop)



PROGRESS,  
NOT PERFECTION.

## KEYNOTE

### SHED THE ARMOR: MAKE EPIC CHANGE WITHOUT THE BATTLE

Leading through uncertainty can feel like an insurmountable challenge. Few want to armor up to tackle resistance, fear, and apathy. But what if driving meaningful change wasn't about armoring up for battle, but bringing people to the same table?

In her engaging keynote, Katherine Robinette explains a thoughtful and collaborative approach to change management – a simple, 5-step TABLE framework. Learned and developed from real-world examples - from software adoption to non-profit management to corporate mergers - she helps her audience reframe change.

Katherine uses her theater background to engage, entertain, and empower with ease. With actionable insights and relatable stories, her keynote is designed to inspire lasting, positive change — no armor required.

#### Takeaways:

- **Target your goals:** A clear goal turns action into impact. Defining a clear, measurable outcome helps guide all subsequent actions and decisions.
- **Assess and address expectations:** Understanding the needs, concerns, and expectations of those impacted by the change is essential for reducing resistance. Proactively addressing their needs can turn potential pushback into buy-in.
- **Build simplicity:** Break down change into small, manageable tasks that fit within existing workflows. The easier you make the process, the more likely people will embrace the change.
- **Lean into trust acts:** Transparency is key to building trust during times of change. Communicate frequently and consistently about the decision-making process (Authority), how employees can contribute (Contribution), and what is really going to happen, when, with what challenges (Truth).
- **Evaluate and adjust:** No plan survives unchanged. Prepare for unexpected challenges and be ready to adapt. Flexibility and proactive problem-solving make progress even when circumstances shift.

(1 hour, best in person)

