



Tony Chatman

CHANGE SMARTER

**CHANGE THE WAY YOU LEAD.
LEAD THE WAY YOU CHANGE.**

From 2016 to 2022, the rate of change increased by 400%! And it's not slowing down.

If your ability to adapt doesn't keep up with the rate of change, you and your organization are in danger of becoming irrelevant.

This is why we have to learn to Change Smarter.

Whether you're a leader standing on the front line of the battle against resistance, a team struggling with change fatigue, or an organization trying to shift fast in the face of uncertainty, the key isn't just what you change, it's how you move through it.

Speaker, Author, and Organizational Culture Expert, Tony Chatman delivers the tools, strategies, and essential emotional and psychological shifts needed to embed change faster and more effectively in these uncertain times.

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**LEADERSHIP.CHANGE.CHARACTER.RELATIONSHIPS.
CONNECTIVITY.COMMUNICATION.COLLABORATION**

Trusted by

CHASE



MEET TONY

TONY CHATMAN IS A AN ORGANIZATIONAL CULTURE EXPERT WHO HELPS ORGANIZATIONS LEAD THROUGH DISRUPTION, RESOLVE PEOPLE PROBLEMS, AND CREATE CULTURES WHERE PERFORMANCE AND CONNECTION GO HAND IN HAND.

With a background in chemical engineering and deep expertise in human behavior, Tony brings a rare blend of analytical thinking and emotional intelligence to the challenges of leadership. He helps leaders bridge the gap between what the business needs and what people need—especially when the pressure is on.

For almost two decades, Tony has worked with leaders across more than 100 industries. From Fortune 500 companies and federal agencies to healthcare systems and high-growth startups, his clients include Chase Bank, the U.S. Secret Service, Phillips 66, Clear Channel, and St. Joseph's Health. He's brought in when the playbook isn't working—when cultures get stuck, resistance is rising, or leadership needs to level up.



TONY'S WORK IS GROUNDED IN RESEARCH, BUT IT'S SHAPED BY LIFE.

He's a scientist turned speaker, a former nonprofit leader, a husband and father who knows what it means to lead in the real world—not just the boardroom. That's why his sessions blend head and heart, strategy and storytelling, data and empathy. His insights are immediately usable. His delivery is disarming and real.

Clients don't hire Tony just because he's engaging. They hire him because his work sticks—and so does the change that follows.

IF YOU'RE READY TO MOVE YOUR PEOPLE FORWARD, HE'S READY TO HELP.

CHANGE SMARTER:

STRATEGICALLY LEAD THROUGH THE UNCERTAINTY OF DISRUPTION

**YOU'RE NOT HERE BECAUSE YOU NEED ANOTHER KEYNOTE.
YOU'RE HERE BECAUSE THINGS NEED TO SHIFT, FAST.
YOUR LEADERS ARE BURNED OUT. YOUR PEOPLE ARE RESISTANT.
AND THE SAME PLAYBOOK ISN'T CUTTING IT ANYMORE.
You don't just need more inspiration. You need traction.
THAT'S WHERE THIS KEYNOTE COMES IN.**

Leaders can't afford to just "manage change." They have to lead through it. Change Smarter is a high-impact, insight-packed keynote for leaders who are tired of pushing uphill and ready to build real, lasting momentum. With a powerful mix of compelling stories, actionable tools, and psychology-backed strategies, Tony Chatman helps leaders stop reacting to change and start driving it.

WHY THIS KEYNOTE NOW

Disruption is accelerating. The organizations that thrive aren't the ones holding on to what used to work—they're the ones whose leaders can inspire belief, activate buy-in, and move people forward through uncertainty.

YOUR AUDIENCE WILL LEARN HOW TO:

■ FOCUS WHERE IT MATTERS MOST

Identify the people and pressure points that offer the highest return on effort and use them to spark real traction during times of change.

■ TURN RESISTANCE INTO RESILIENCE

Uncover the hidden drivers behind pushback and reframe challenges into opportunities for growth, buy-in, and stronger team dynamics.

■ COMMUNICATE TO MAKE CHANGE STICK

Leverage the most underused leadership tool to build trust, inspire ownership, and ensure that change doesn't just happen it lasts.

IF YOUR PEOPLE ARE NAVIGATING CHANGE, THEY DON'T NEED THEORY. THEY NEED TRACTION. THEY NEED TOOLS.

THEY NEED LEADERSHIP THAT LIGHTS THE WAY FORWARD.

Because when leaders know where to focus, how to communicate, and how to turn resistance into resilience, change becomes a launchpad, not a landmine.

LEAD SMARTER:

**BUILD WINNING TEAMS. DRIVE REAL RESULTS.
FUTURE PROOF YOUR TOMORROW.**

**YOU DON'T NEED MORE SUPERSTARS.
YOU NEED LEADERS WHO KNOW HOW TO BUILD THEM.**

In today's high-pressure, constantly changing business climate, expectations are rising faster than most teams can keep up. People are burned out. Margins are tighter. And organizations are asking more of their leaders than ever before.

THAT'S WHERE FORCE MULTIPLIERS COME IN.

Force Multipliers are the leaders who don't just manage—they elevate. They turn tension into trust, disengagement into ownership, and average teams into top performers. And here's the game-changer:

FORCE MULTIPLIERS AREN'T BORN. THEY'RE BUILT.

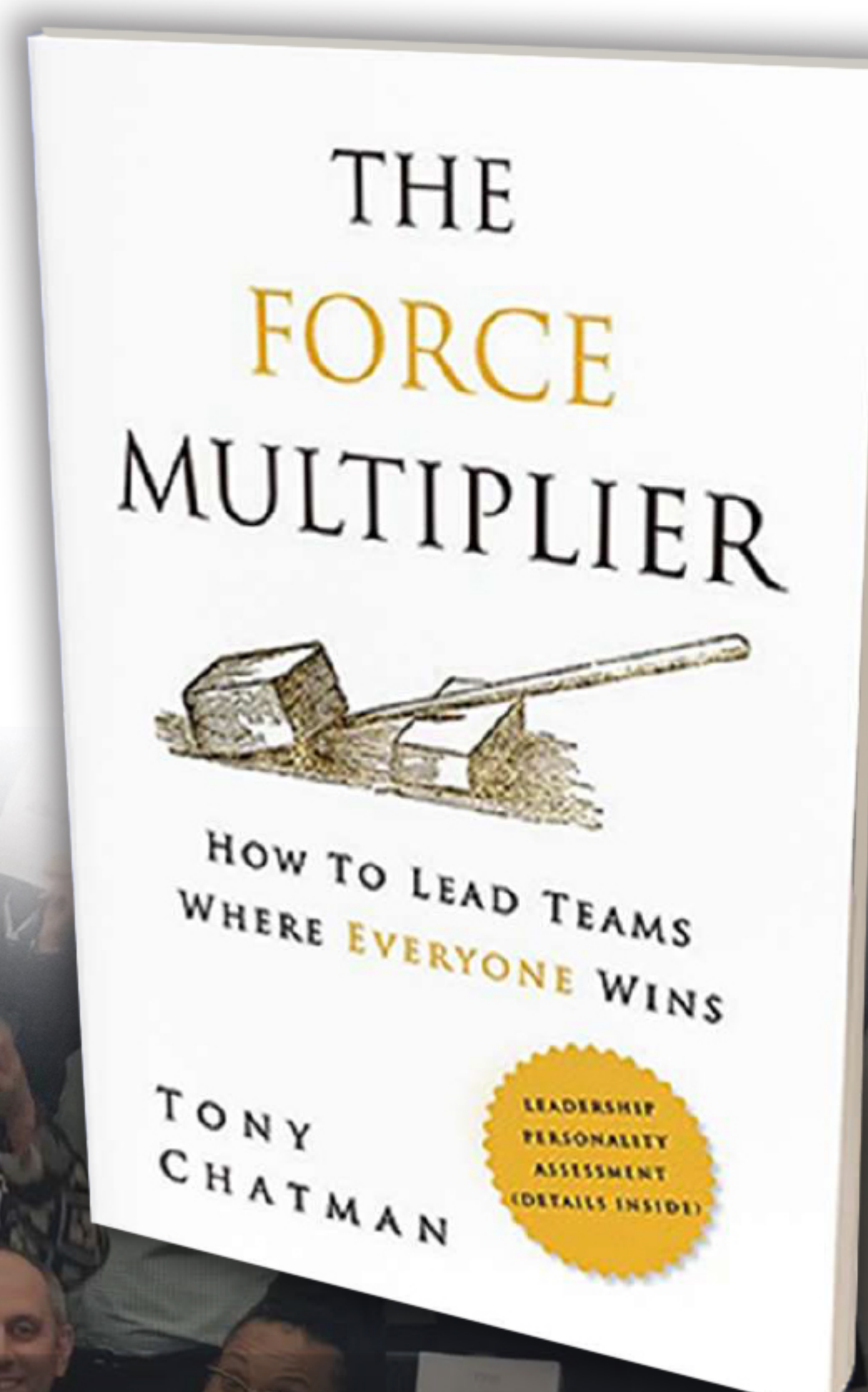
This keynote gives your leaders the mindset, skillset, and communication tools to thrive in the chaos and bring out the best in everyone they lead. No fluff. Just proven, psychology-backed strategies your people can use immediately.

YOUR LEADERS WILL LEARN HOW TO:

- **Drive team performance and productivity**— even under pressure
- **Build trust, loyalty, and collaboration** without compromising accountability
- **Transform conflict into momentum** using emotional intelligence and empathy
- **Unlock the full potential of every team member**— especially the hard-to-reach
- **Fuel profitability** by building teams that consistently deliver

With a blend of science, story, and real-world application, Tony Chatman delivers more than inspiration—he delivers a roadmap. Your leaders will walk away equipped, energized, and ready to multiply their influence where it matters most.

**Because when your leaders become Force Multipliers,
YOU DON'T JUST GET BETTER TEAMS—YOU GET BETTER BUSINESS.**



THINK SMARTER

DISRUPTING UNCONSCIOUS DECISIONS THAT LEAD TO UNEXPECTED CONSEQUENCES

Every day, your people are making decisions—big ones, small ones, and thousands in between. Most happen in a blink, powered by mental shortcuts. But here's the catch: those shortcuts can silently sabotage your culture, your leadership, and your results.

THE TRUTH?

Unconscious decisions are costing you more than you think—missed opportunities, misread moments, and misunderstood people.

This keynote is not about checking a box or fixing people. It's about empowering your teams to think smarter—to recognize hidden patterns, challenge assumptions, and make sharper, more intentional choices that drive better outcomes.

When you upgrade how people think, you upgrade everything—how they lead, how they collaborate, how they innovate, and how they show up for each other.

KEY TAKEAWAYS

Your audience will walk away with:

- Simple tools to recognize and disrupt bias in real time
- A practical method for making clearer, more confident decisions
- Insight into how unconscious patterns affect team dynamics, culture, and customer relationships
- Strategies to foster a culture of curiosity, critical thinking, and smarter collaboration

WHY THIS MATTERS

Your culture is only as strong as the thinking that drives it. When people learn to see what they've been missing, everything changes—fast. This keynote will help your leaders and teams stop operating on autopilot and start showing up with purpose, clarity, and intention.

If you're serious about elevating performance, decision-making, and connection—it starts here.

SPEAK SMARTER

SAY WHAT YOU MEAN TO GET WHAT YOU WANT

We've all encountered that colleague who, despite their expertise, consistently struggles to convey their ideas effectively, leading to misunderstandings and missed opportunities. Perhaps you've found yourself in situations where your message didn't land as intended, causing frustration or confusion. Effective communication is more than just choosing the right words; it's about understanding and navigating the human elements that influence how our messages are received.

In today's fast-paced, interconnected world, the ability to communicate with clarity, confidence, and empathy is not just a valuable skill—it's a strategic advantage. Miscommunication can erode trust, hinder collaboration, and stall progress. Speak Smarter is a transformative keynote that helps professionals master the subtle yet powerful distinctions in communication—especially the difference between Passive, Assertive, and Aggressive styles—so they can deliver their message with impact, build stronger relationships, and foster a culture of mutual respect.

KEY TAKEAWAYS:

■ MASTER ASSERTIVE COMMUNICATION:

Confidently articulate your thoughts while maintaining respect, balancing between passivity and aggression.

■ ENHANCE CREDIBILITY:

Recognize and eliminate common communication pitfalls, including nonverbal missteps that can undermine your professional image.

■ NAVIGATE DIFFICULT CONVERSATIONS:

Develop strategies to handle challenging discussions with poise, turning potential conflicts into opportunities for growth.

■ OPTIMIZE DIGITAL INTERACTIONS:

Learn techniques to convey tone and intent clearly in virtual communications, reducing misunderstandings and enhancing impact.

WHY THIS MATTERS

Communication breakdowns are among the most common—and most costly—challenges organizations face. This keynote doesn't just improve how people talk—it transforms how they connect, collaborate, and lead.

This keynote is ideal for organizations seeking to cultivate a culture of effective and respectful communication, enhance team dynamics, and empower their leaders and employees to excel in every interaction.

Elevate your organization's communication standards. Book Speak Smarter for your next event and witness the transformation.