

Keynote #1

STRONG ENOUGH TO BE KIND™

How we Build Cultures Worth Fighting For

Most teams believe they must choose between being kind or delivering results. That false choice is driving top talent away, stalling momentum, and putting long-term success at risk.

In **Strong Enough to Be Kind™**, Shola Richards shatters this myth with a revolutionary truth: kindness isn't just nice to have...it's your *competitive advantage*.

Through three strategic pillars—**Start Within, Just Today**, and **Go First**—audiences gain the understanding and tools they need to build cultures that thrive in uncertainty, confront destructive behaviors head-on, and deliver results competitors struggle to match.

PERFECT FOR LEADERS AND TEAMS:

- ✓ **Building high-performing cultures** where people thrive in uncertainty and grow stronger through every challenge.
- ✓ **Committed to leading through change** in ways that strengthens trust, morale, and well-being.
- ✓ **Wanting to stop problematic behaviors** before they take root to protect trust and team performance.
- ✓ **Embracing courageous conversations** that strengthen relationships and results.

AUDIENCES WILL WALK AWAY WITH:

- ✓ **A proven framework** to transform workplace culture and drive measurable business impact.
- ✓ **Inner strength strategies** to sustain meaningful change in even the toughest environments.
- ✓ **Access to the Strong Enough to be Kind™ self-assessment** to identify your strengths and growth opportunities for workplace kindness ([Assessment Link](#)).
- ✓ **Clear proof that kindness is a competitive advantage**—fueling retention, innovation, and teams that invest in each other's success.

When you're **Strong Enough to Be Kind™**, you don't just *change your workplace*. You become the leader people choose to follow, and the organization your competitors *wish they could build*.