

Jessica Walter, MS, APR
Communication & Culture Expert

I help businesses build the emotionally healthy work environments necessary for long-term, sustainable business performance in today's human-centered era of work.



SIGNATURE TALKS

New for 2024 | Available in Keynote and Workshop Formats
\$4,200 fee includes travel expenses and up to 20 free copies of Jessica's book

Energizing Work Life

How to Curb Burnout, Expand Energy,
and Foster Remarkable Cultures

Learning Objectives

- Identify specific experiences that protect and expand their energy
- Begin addressing current challenges causing employee burnout
- Infuse their culture with 3 behaviors that curb burnout and expand energy

Key Experiences

- Blend of storytelling, new models, and insights from Jessica's research with 200,000+ employees
- Hands-on exercises
- Perspective-shifting group discussion
- Choose your own ending



Play 3-minute overview

Love Works

The Science Behind Leading High-Impact
Teams in Today's Workplace

Learning Objectives

- Understand the recent turning point in the evolution of the employee experience
- Evaluate their current leadership and engagement programs through the lens of society's new requirements for work life
- Determine how to refine the employee experience at key touchpoints throughout the employee lifecycle

Key Experiences

- Revealing an unexpected plot twist in Jessica's research with 200,000+ employees
- Interactive discussion
- Unveiling society's 5 new requirements for work life

ADDITIONAL TOPICS

Updated for 2024 | Available in Keynote and Workshop Formats
\$4,200 fee includes travel expenses and up to 20 free copies of Jessica's book

Building Trust through Connection

How Employees' Expectations Have Changed in Today's Human-Centered Era of Work

Running on Empty

Why Employee Burnout Remains a Major Challenge for Most Companies

Finding Forward

A Practical Guide for Strategic Planning by Defining Your Destination and Purpose

Collaborative Relationships at Work

Practical Tips to Improve Communication and Resolve Tense Relationships

Capturing & Keeping High-Impact Talent

How to Identify and Activate Your Unique Employee Value Proposition (EVP)

Interpreting Employee Engagement Surveys

Revealing Insights that Lead to Action





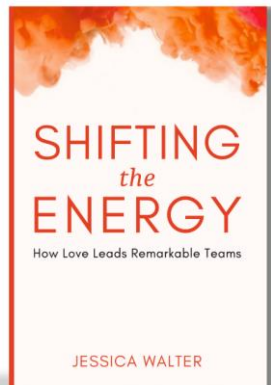
Jessica Walter

Communication & Culture Expert

Jessica@LeadingPerspectives.org

717-253-5388

Gettysburg, PA



PROFESSIONAL EXPERIENCE

- Advisor to executives leading businesses of all sizes since 2016 – from regional powerhouses and startups to beloved international brands and Fortune 500 game-changers
- 15 years in executive-level marketing and communications positions in financial services, health care, human services, and the federal government (defense logistics)
- Business book author and creator of the Energizing Leadership System
- Former TV and radio personality

EDUCATION & CERTIFICATIONS

- Master's degree in Leadership & Business Ethics from Duquesne University
- Bachelor's degree in Mass Communication from Towson University
- Certified Professional Leadership Coach, Lean Systems Leader, and Hogan Assessments Practitioner
- Accredited in Public Relations (APR)

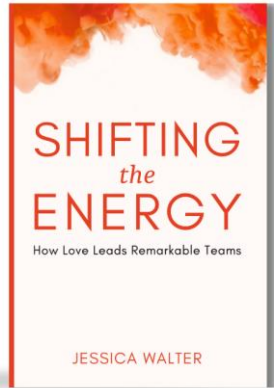
PUBLICATIONS & RESEARCH

Featured on/in:

- *CNN Radio*
- *Tristate Business Report*
- *Training Magazine*
- *Training Journal*
- *Exeleon Magazine*
- *HR Director*
- *SAP Insights*
- *Becker's Hospital Review*
- *Mindful Marketing*
- SHRM Blog
- PRSA's *Strategies & Tactics*

Research includes leading a multi-year study on leadership effectiveness

Author of *Shifting the Energy: How Love Leads Remarkable Teams* (2024)



A playbook for those brave enough to break the cycle of toxic cultures in the new era of work.

Drawing on my research with more than 200,000 employees, I explain the recent **turning point in the evolution of modern leadership** and reveal **society's five new requirements for work life**.

Featuring stories from people working in CPG, retail, sales, logistics, manufacturing, government, healthcare, human services, financial services, technology, pharmaceuticals, and education, I bring you inside the **moments senior leaders wrestled with difficult decisions** and the **experiences employees will never forget**.

Tools inside in the book:

- Detailed descriptions of the **3 essential leadership behaviors** that create energizing work environments for employees in the post-pandemic era
- A **checklist** to reveal how you're already creating an energizing environment for your team
- **5 playbooks** for applying the three essential leadership behaviors to important touchpoints in the employee experience
- **Techniques to protect your energy levels** so you can feel more balanced, inspired, and energized

Speaking Clients



CONFERENCES & SPECIAL EVENTS

- Society for Industrial & Organizational Psychology (SIOP)
- Central PA Chapter of PRSA
- South Central Task Force
- Point Breeze Credit Union
- HighRock Studios
- United Way of York County
- Tristate Business News
- Greater Chambersburg Chamber of Commerce
- Shippensburg Area Chamber of Commerce

LEADERSHIP DEVELOPMENT PROGRAMS

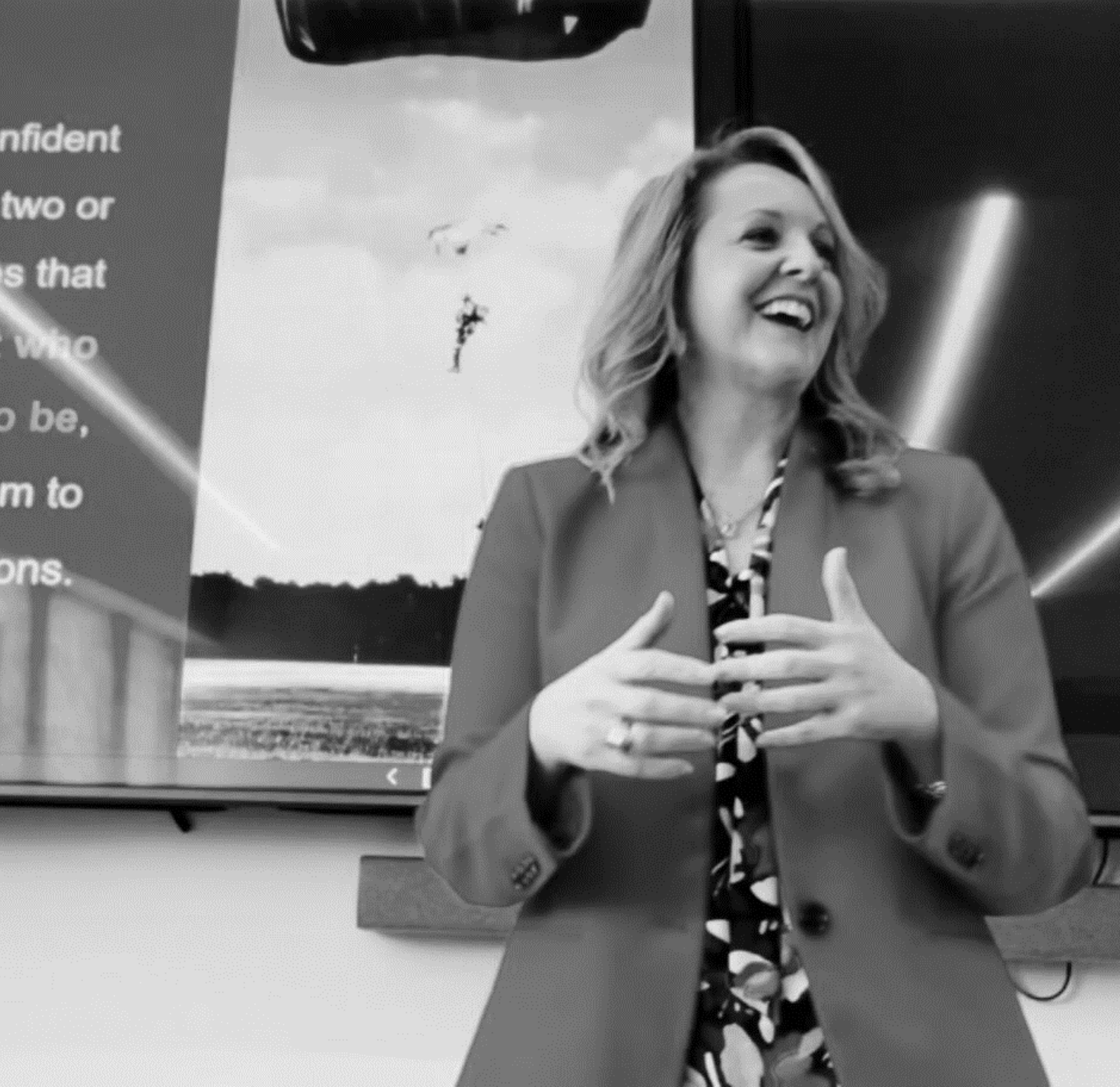
- Vistage Chief Executives Group
- Vistage Small Business Group
- Franklin County Department of Health & Human Services
- Leadership Franklin
- Leadership York

UNIVERSITIES

- University of Iowa
- Shippensburg University
- Messiah College
- York College



Play 1-minute speaker reel



“Jessica just has this unique gift. She seems to connect with every single person in the room. Her enthusiasm and passion are just so captivating.”

- HR Recruitment Leader



“Engaging speaker, well-spoken, humorous, and very knowledgeable.”

- Executive Coach



“Great personality and delivery. Energetic and authentic.”

- Philadelphia Business Owner



“This gave me a totally new way to see employee wellbeing, and I'll be taking this back to my team for sure.”

- Vice President of Client Experience



“Jessica created a ‘confidence cord’ for me. I’m inspired!”

- Change Management Leader



“I can see now exactly what we need to do to communicate better.”

- CEO of a Regional Non-Profit



“I was impressed that she conducted her own research.”

- Chief Executive, Mid-Atlantic Region



“Thank you for being specific. You gave us things we could actually start doing right away. It was the first time we felt like we had a tangible strategy we could get our arms around.”

- Communication Executive



Consulting Clients

Point Breeze
Credit Union

ECOLAB

Kellogg's

**US
SILICA**

creditxpert

Trex

HERSHEY
THE HERSHEY COMPANY

Geisinger

GIANT

CARLISLE
CONSTRUCTION MATERIALS

AERO
energy
EMPLOYEE OWNED. CUSTOMER APPROVED.

Graham
Packaging

Fenner Drives

Vista
autism services

CNI
INDUSTRIAL

GEOTAB

Research & Strategy Services Provided

Employee Engagement
Culture Transformation
Change Management
Leadership Development

Executive Communication
Internal Communication
Executive Coaching

Recruitment Marketing
Integrated Marketing
Employer Brand
Corporate Brand



How Change Comm Can Strengthen Relationships

Our brains tend to automatically classify transitions as “high-risk” because of the likelihood that we might lose something as a result.

However, these high-stakes situations present the ideal opportunity to lift engagement by strengthening relationships between employees and leaders.

[Link to article](#)

Multi-year research study reveals the need for more “love” at work

“Three characteristics were continually appearing in the research as I looked at the differences between the work environments of high-performing teams and low-performing teams. The teams experiencing connection, protection, and appreciation at work were more likely to perform at higher levels over the long term,” Walter explained.

[Link to press kit](#)

How Senior Leaders Can Build Trust in Today’s Human-centric Era of Work

Today’s employees expect to be informed, included, and respected. Here’s a blueprint to help senior leaders build trust in today’s human-centric era of work.

[Link to article](#)

Defining “Trust” at Work

It’s one of the core elements of emotionally healthy relationships and productive businesses, but our definition of “trust” gets cloudy and confusing.

Trust is the level of confidence someone has in your willingness and ability to protect them.

That definition works with many of your stakeholder groups, including the employees you lead as well as your customers, community members, peers, and the leaders above you.

[Link to article](#)

SPEAKING	FEE
<p>Keynote or Workshop Jessica will deliver a transformational experience for an allotted time of up to 4 hours.</p> <ul style="list-style-type: none"> • The fee includes travel expenses plus up to 2 pre-session prep calls and a wrap-up call after the event. • Upon request, Jessica can have up to 20 free copies of her book delivered to the venue. (To be safe, give Jessica at least 3 weeks' notice to ensure the books arrive in time.) 	<p>\$4,200</p>

OPTIONAL ADD-ON SERVICES	FEE
<p>Q&A or Panel Discussion (up to 60 mins) Jessica will join meetings or events to serve on a panel and / or field questions from participants. <i>Travel expenses are billed separately.</i></p>	<p>\$2,000</p>
<p>Guest Speaker (up to 60 mins) Jessica will join meetings or events to provide insights and training on these prepared topics: Leadership, Relationships, Culture, Burnout & Wellbeing, Trust, Psychological Safety, Conflict, or Communication. <i>Travel expenses are billed separately.</i></p>	<p>\$2,000</p>
<p>Host (up to 60 mins) Jessica will host a live panel discussion, award ceremony, round-robin report-out, or a session with a similar format. <i>Travel expenses are billed separately.</i></p>	<p>\$2,000</p>
<p>Voice Over Jessica will record a voice-over track for use in marketing, branding, internal communication, or training content. This includes videos, event stingers, podcast liners, PA announcements, social media, interactive kiosks, hold messages, etc.</p>	<p>\$350 <i>per studio hour</i></p>
<p>On-Camera Talent Jessica will travel to your recording location to appear on camera for video used in marketing, branding, internal communication, or training content. <i>Travel expenses are billed separately.</i></p>	<p>\$750 <i>per hour</i></p>

A/V Needs	
Audio	A Hands-free mic is required for groups larger than 40 or for noisy venues.
Visual	<p>Jessica will bring the presentation in PowerPoint format on a laptop and a thumb drive.</p> <p>She will need access to a projection system.</p>
In-Room Materials	<p>Access to a whiteboard (or flipchart paper) with markers is encouraged, but not required for the experience.</p> <p>Longer workshops may require breakout materials, but Jessica will guide you through that process if it needs to be added.</p>

Room Set Up	
Seating Format	<p>Classroom, auditorium, or U-shaped layouts work well.</p> <p>For longer workshops, additional tables and workstations may be required for interactive experiences. Jessica will guide you through that process if it needs to be added.</p>
Refreshments for Participants	At the host's discretion, but in-room access to free water is strongly encouraged.



JESSICA WALTER
LEADERSHIP CONSULTING

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Speaker Materials	Speaker Reel Signature Talk Overview (Video) Press Kit
Book	Amazon Sample (Ch. 1-3)
Web & Social	Website LinkedIn YouTube Instagram