



# Libby Spears

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Founder, Bravo cc  
Educate Liberate Entertain  
**SPEAKER KIT 2020**





# Libby Spears

**is the founder of Bravo cc**, a Communications and Consulting Venture, that bridges the gap between communication and leadership. Through her customized programs and talks she challenges every step up and step out as leaders. She works with organizations across the world and shows them what it looks like to be a confident leader by tackling their communication to make small changes that produce a positive impact.

Her professional story starts in the classroom. A precocious (nice word for trouble-making) kid, her lessons in leadership started early as she forged a life long relationship with her elementary school principal, Bill Roach (where she spent an

inordinate amount of time in his office). She found her place in the world when she joined the speech and debate team at her high school. Her dream to become an educator led her to pursue degrees in communication studies at Texas Tech University and The University of North Texas. She taught college for ten years, leaving the college classroom for the corporate classroom. Fifteen years later, her diverse client lists speaks to how in demand she is on stage, in the classroom, and for consulting projects.

One of Libby's missions is to use Bravo cc to accelerate the conversation between what happens in the classroom at every grade and how a student's educational experience can forge a path to a fulfilling career and a rich and satisfying life. For ten years she has awarded "Plan Be" scholarships to graduating high school seniors pursuing a college degree. Her interest in students and their success is underscored by her belief that when we let educators do their job we get the best outcomes. Libby's work with teachers, administrators, and staff is not just about helping students. She believes the professionals in your schools must invest in their own development. After all, you can't pour from an empty cup.

Libby is not just an educator. She is a professed coffee addict (Grande Vanilla Latte please), remembers way too much pop culture trivia from the 1970s and 1980s, was a debate nerd in high school and knows every word to the 1980s rap classic, Bust a Move.

# Keynote / Convocation

## **SIGNATURE KEYNOTE: WHAT'S YOUR PLAN BE?** How a Cup of Coffee and Conversation Changed My Life

Grande Vanilla Latte. That's my order. I drink coffee every day and I love to have a chat with a friend while I get my daily dose of caffeine. Ten years ago, over coffee, a question emerged that changed my life. "What's Your Plan Be?" came to me at the right time—I was building a business and feeling a little frustration with clients who couldn't figure out who they wanted to be! At every age, I encounter people who struggle to name, claim, and live who they want to be! I regularly receive messages from clients who discover their Plan Be. Take Tara, a client and dear friend who texted me recently. "I am 42 and I figured out what I want to be today! A high school guidance counselor!" As educators, you have the unique opportunity to positively influence young people (at any age) with the support and encouragement they need to find their Plan Be. Plan Be isn't about a job. It is about figuring out the kind of person you want to be and making a life that supports it. For me, "be a speaker" came early in life. I knew I wanted an audience. I also knew I loved teaching. After school, I would come home every day and play school in my bedroom. I also loved making people laugh. My Plan Be? **Be an Educator, Be a Liberator, Be an Entertainer.** Through my Plan Be to educate for future success, liberate you from dead end practices that are holding you back, and entertain you I have learned to **Be Brave, Be Bold, and Be Authentic.** How can you live your Plan Be and help others find theirs? In this fun, informative, and game changing talk I share how educators can create a culture that supports helping students see their **purpose**, feel **powerful**, and tap their **potential**. You learn the origin story of Plan Be, how to change your mindset from doing to being, the philosophy of Plan Be (Roots and Wings), and participate in a Plan Be activity you can use in your classroom and district. You leave ready to Name it! Claim it! and Live it! **\*Add the Book to your event for a takeaway for attendees.**

# Keynote / Convocation

## **"Doing Time in the Principal's Office"** Leadership Lessons Learned from My Elementary School Principal

Ask any adult who knew me as a kid and I bet you a dollar to a donut the word BRAT will come up. I was a brat, so I hold no ill will toward their honesty. I am from the generation of corporal punishment at school. A paddling is what you had coming your way if you continuously misbehaved in the classroom. And despite how much time I spent in the office of my principal, Mr. Bill Roach, I came away with zero "licks." In fact, he never threatened to paddle me. Instead he took time with me. I talked and he listened. He did ask why I kept showing up in his office, but the truth is a child has little understanding of the why behind their behavior. To say the time spent in Mr. Roach's office was a God send would be an understatement.

The term **Emotional Intelligence** would not be coined until 1991 when it emerged from the world of psychology and slowly made its way into the mainstream. Mr. Roach was the ideal model of an emotionally intelligent leader well before EQ was on everyone's mind. And because of that, I am a better person. You know the impact a teacher can have on a child's development and life. My teachers were my angels. Mr. Roach was the head angel. We maintained our friendship until he died, tragically, in 2006. At his funeral, I had the (surreal) pleasure of reconnecting with ALL my elementary teachers as we celebrated the life of a man who changed so many kid's lives at Bowie Elementary. Today, as an adult, I understand Mr. Roach **MODELED REAL LEADERSHIP** and while it took years for it to fully bloom, he showed me what it looks like to BE a leader. He had a gentle approach and I like to believe he knew I wasn't a BAD kid, I was a kid that was bored and needed to be challenged. While I don't want to give away all the BIG lessons that came out of our friendship, I will tell you this: Every kid needs a Mr. Roach in their life.

In this fun and thought provoking keynote, I relay the **SEVEN leadership lessons I learned from Mr. Roach**. I hope to inspire and motivate, of course. More importantly, I share how you can use leadership to model lessons for those around you. After all, the job of the leader is to create new leaders. No matter your role, what you do matters. We all can show up as leaders.

### **\*DON'T SEE WHAT YOU ARE LOOKING FOR?**

*ALL our Bravo cc Topics can be customized for a 45 to 90 Minute talk. Take a look at our topic list here: [OUR TOPICS 2020](#)*



# Keynote / Convocation

## **"Won't You Be My Neighbor?"** Cultivating an EMPATHY Culture Starts with You

I am the Mr. Roger's Neighborhood generation. Every day I joined Mr. Rogers, Lady Aberlin, Mr. McFeely, King Friday, Daniel Striped Tiger, and all the other residents of make believe land. I had no idea at the time that Mr. Rogers was shaping me as a human. **He taught me empathy.** Mr. Rogers has experienced a resurgence in the last few years as people gravitate back to his message of inclusion, kindness, and empathy. He taught us to be good neighbors.

In this talk, I zero in on one of the most important aspects of emotional intelligence—empathy. The concept of empathy is befuddling for many people, leaving some with the belief that some people are born with empathy and some people aren't. Not so. Empathy can be cultivated. Learned, Role modeled. As educational leaders and influencers, we can model empathy every day. And we should. We cannot ask our students to offer empathy if we don't do it first. Unfortunately, I have received messages from passionate educators that their work conditions drain them and challenge their ability to stay empathetic. They share their highly personal stories of leadership that doesn't listen, colleagues that won't collaborate, and a culture that is toxic. How then do we commit to creating a culture that prioritizes empathy and the mindset that we are all neighbors? In this talk I start with me. I share my own struggles with empathy from a young age. I was bullied. I bullied. Thankfully I had ANGELS in my life who showed me a better way. Mr. Rogers did it through the TV, but there were real life angels like my first grade teacher, Mrs. Simon who SHOWED me what it looks like to be a good neighbor. Through storytelling + research I set the scene for a big commitment to embrace empathy as a key feature of being an educator and leader.

With our communities becoming more and more diverse, it is critical that we all champion the gifts that come with diversity. We must show each other how You + Me = We. I want to be a part of the conversation. Using my "HIGH FIVE" strategy, I offer my empathy high five strategies and you offer yours. Together we leave with TEN ways we will all work to create a world that doesn't just talk about empathy, we do it.

AND...this talk has a competition too. I work in advance with THREE schools to compete in my fun "handshakes, high fives, and hugs" competition. The winning school leaves with a PRIZE and EVERYONE leaves energized and ready to do BIG things.

We all leave with a reminder that we are each other's neighbor.

# Professional Development

Let Bravo cc educate, liberate, and entertain your faculty, staff, and leaders. Our workshops are ideal for working with your Executive Team, Professional Development Days before kicking off the new school year and throughout the year, administrator training, and end of year events.

**"The Secret of Our Success" A Strengths Finder Workshop + Coaching.** More than 15 million people worldwide have taken the CliftonStrengths Finder Assessment. I introduce the concept of strengths to your team and make an argument for why it **MUST** be a part of your district culture. Culture starts at the top. Working with your leadership team, I walk you through your assessment, discuss how to use it for team building and coaching, and offer ways to incorporate strengths throughout your organization. A strengths based culture raises engagement and creates strong connections across the district. Offered as a 1/2 day or full day workshop.

**Ideal Audience:** Start with your executive team.

*\*Cost includes purchase of the Clifton Strengths Assessment for each person.*

*\*Want to be a STRENGTHS BASED CULTURE? Ask about our 2 and 3 day training for leaders.*

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**"The High EQ Leader"** Social Emotional Learning is critical for young people to develop early in life. In this thought provoking session we explore how you can model the tenets of emotional intelligence: Self Awareness, Self Management, Social Awareness, and Social Management for everyone in your organization. We explore ways **YOU** create a culture that encourages every team member to attend to their EQ and confidently manage the real life challenges that come with being an educator. Together we identify ways to support one another and create an ongoing conversation that centers the well being of all team members. If you model EQ and provide space for your team to build their EQ, your students benefit.

Offered as a 1/2 day or full day workshop. **Ideal audience:** Executive Team, Leadership Team, Faculty and Staff.

*\*Includes a Bravo cc EQ Assessment.*

# Professional Development

## **THE C FACTOR:** Unlock the Confident Leader in You

As a leader, confidence is the BYPRODUCT of other skills. You should never aim to Be Confident. Instead, invest time and energy around mastering five skills: Establish you are **CREDIBLE** as a leader (why should people follow you?), show **COURAGE** to step up and do things that other people are too afraid to act on, make meaningful **CONNECTIONS** and build relationships that are three dimensional, **CAPTIVATE** an audience with your ideas and move them to action, and **CLARIFY** data and information in ways that create understanding. Together, these five communication commitments result in confidence. Bam. Confidence. That elusive mistress that we all want but can't seem to find on the shelves at Target or drop in our Amazon Prime shopping cart. Learn how you prefer to communicate and where you need to learn and grow to be a fully formed leader, the kind where people respect you, listen to your ideas, and follow your lead.

*\*Cost includes purchase of The C Factor Assessment*

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## **BEFORE YOU STAND UP AND SPEAK:** Plan, Prepare, & Practice BEFORE you Present.

The majority of speeches are mediocre, soon to be forgotten. A handful are terrible, cringeworthy experiences. Then there is a small percentage that are outstanding. The outstanding ones require a commitment to the planning, preparation, and practicing steps before even thinking about hitting the stage. Learn how to find an idea, build the content with amazing structure, and practice to build muscle memory.

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## **STAND UP AND SPEAK:** You did the Work, now share Your Message!

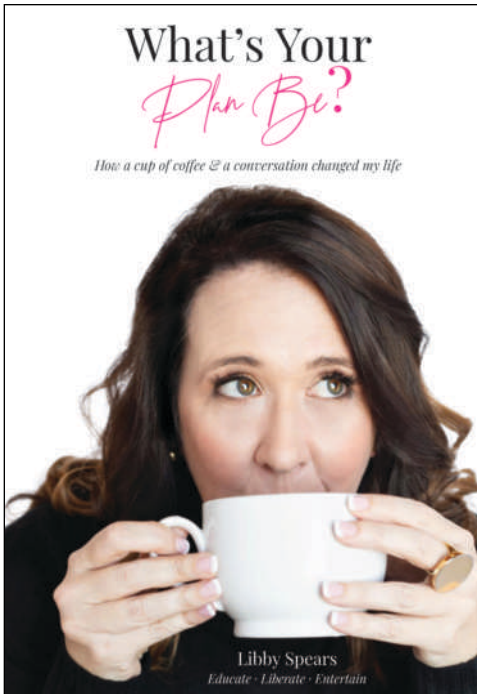
This follow up to Before You Stand Up and Speak let's participants DO public speaking in real time. Using a variety of speaking experiences, participants give talks and get instant feedback. We discuss delivery in depth and identify "tics" that manifest and reveal anxiety.

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## **LEADERS TELL STORIES:** Seven Stories Every Leader Must Master

Confident leaders use story to connect and captivate their audience. As a leader, there are a handful of stories you must master, knowing that you will be called on to share them at any given time. In this full day working, we start out with the basics of storytelling. In the second half, leaders PRACTICE in real time, building their own personal story library with other participants.

# Add a book



## You get a book! You get a book! You get a book!

So it isn't a car giveaway and I'm not Oprah but...it is exciting to leave with something in hand that picks up where my talk leaves off. You can add a book purchase for your event and create a lasting impression of the event itself.

Purchase a **PRINTED** copy of "What's Your Plan Be?" For \$20 or a **DIGITAL** copy for \$10 (attendees receive a printed claim ticket to access their digital copy).

*\*Find a sponsor to purchase the book for attendees. We create a sticker or bookmark that can be added to every book with your sponsors logo and contact information (you print the sticker/bookmark).*

*\*Printed copies are mailed to you two to three weeks before event.*

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### Book Synopsis:

Born over a cup of coffee and conversation ten years ago, this question fundamentally changed the way I grew my business. Ten years later, at midlife, I was given the opportunity to reconnect to the question to navigate changes in my personal life too. What started as a question grew into a program, book, keynote, coaching methodology and a philosophy. Plan Be meets you where you are at right now and gives you tools to show up with courage and confidence in all areas of your life. At its core, Plan Be disrupts our cultural conversation about success. Plan Be insists that being > doing. We should STOP evaluating our lives around what we do and spend more time focused on who we want to be. **Being precedes doing.** No matter your age, education, profession, income, eye color, shoe size, or zodiac sign, Plan Be shows you how to find your **PURPOSE, POWER, AND POTENTIAL through BEING.** In this third edition, I let you look behind the curtain for the first time and see how I had to confront a personal hiccup using Plan Be. As I returned to Plan Be and "imagined the possibilities" my life changed in ways I could not have seen coming. I sleep better, have more energy, reached professional milestones that had been dreams, launched my two (almost) adult daughters into the world, deepened my relationship with MYSELF and lived my Plan Be: Be Brave, Be Intentional, Be a person of Integrity. Grab the book, get a fresh cup of coffee, sharpen your pencil and **NAME, CLAIM, AND LIVE YOUR Plan Be.**





## LIBBY'S SPEAKER PROFILE

Her style is relaxed, fun, and a little cheeky. A natural storyteller, Libby connects to the audience with vivid and relatable content. Whether she is sharing an Olan Mills family picture, professing her love for Dolly Parton, or sharing an anecdote where she committed an epic fail, Libby never takes herself too seriously. You don't just have fun though, you leave with content that is actionable and game changing.

### SEE HER IN ACTION (click on video)



## THE IDEAL AUDIENCE

Libby loves to speak at: Back to School Convocations, Professional Development Events, Professional conferences.

Libby loves to speak to: Public School educators and Higher Education teams who get it and want help getting there. Organizations that actively support the growth and development of their faculty and staff in order to help students grow, transform, and lead.

"I love that you got to spend a day with us, back where it all began for you. Isn't it fun to come home? I have had so many people tell me it was the favorite session of the day."

**Michelle Hilton, Region 17**

"I recommend Libby to all my K-12 clients. Libby's passion and calling to educate is unmatched. From the stage she captivates the audience and leaves them energized. Working with district leaders she challenges them to be courageous. She is a fierce advocate for educators and students."

**Lizzy Asbury, Founder  
Transcend4**

"Libby I am certain all the staff from George Herbert Walker Bush Elementary left the room motivated and filled with a positive attitude for supporting one another and fostering an environment of inclusivity and respect! Thank you for your message that every kid is a good kid! What a great way to start their year!" **Erin Carney, CEO Metrocrest Camber of Commerce**

"Wow! Wow! Wow! That is the most fun we have had in a long time. You have an amazing gift. Thank you for sharing it with us!" **Cheri Nettles, Lubbock Cooper ISD**

"I have never seen our students this fired up! The activities you did with them (including the spontaneous dance contest) is something that will prepare them for their upcoming job searches! Thank you so much!" **Kerri Ressler, University of Texas at Arlington**

"Libby, our staff was buzzing all day after your amazing workshop! Thank you for getting us fired up and ready to start the new year!"

**Lori Sitzes, Celina ISD**

"Your message resonated throughout our staff. What a great day of learning. We can't wait to get in the classroom and use your ideas!"

**Kim Strozier,  
Gonzales ISD**

"This is exactly what our team needed. Thank you for sharing with us ideas on how we can prioritize student success. We will all be telling better stories to connect to why we do this work!"

**Uyen Trans Parsons,  
University of North Texas**

## EDUCATION

University of Texas, Arlington

University of North Texas

Brookhaven College

Region 10

Region 17

Gonzales ISD

Terrell ISD

Lubbock Cooper ISD

Celina ISD

Edgewood ISD

## HEALTHCARE

HCA Dallas HCA Houston

Texas Health Resources, Dallas

Texas Health Resources, Plano

Texas Health Resources, Rockwall

Texas Health Resources Arlington

TONE: Texas Organization of Nursing Executives

Texas Health Harris Methodist Hospital

Denton Regional Hospital

National Perinatal Leadership Forum

Atlanta Children's Hospital

Oncology Nursing Society

Doctors Hospital at Renaissance

Nursing Management Congress

National Dental Association

## CORPORATE

JCPenney

Dell

Jacobs

Husch Blackwell

Wells Fargo

Denbury Oil and Gas

Elbit Power Systems

Overhead Door

CoServ Electric

City of Lewisville

Cunningham Architects

Essilor International

Labinal Power Systems

FCM Travel Solutions

PenTex Energy

Southwest Airlines

Stantec

Sabre Travel Network

Alliance Data

Lockheed Martin

SRA Architects

DATCU Credit Union

VLK Architects

Peterbilt Motors

Core Logic

Brazos River Authority

Romark Logistics

Accenture

Texas Mutual

Game Stop

## CHAMBERS & ASSOCIATIONS

### National/International:

YPO United States

YPO Australia

YPO Canada

National Chamber of Commerce

GMIS International

AILD: Association of International Lighting Designers

APRO: Association of Rent to Own Owners

IOM: Institute of Organization Management

ACCE American Chamber of Commerce Executives

Iowa Young Professionals

### Regional:

Texas Chamber of Commerce Executives

Oklahoma Chamber of Commerce Executives

Michigan Chamber of Commerce Executives

MAKO Chamber of Commerce Executives: (Missouri, Arkansas, Kansas, Oklahoma)

Carolinas Association of Chamber of Commerce Executives

Alabama Chamber of Commerce Executives

N. Carolina Chamber of Commerce Executives

York County Regional Chamber of Commerce

Fort Bend Regional Chamber of Commerce

Texas Business Association

Texas Association of Convention/Visitors Bureaus

Pennsylvania Insurance Association

Insurance Agents Association of Ohio

MSSA

### Local:

Metrocrest Chamber of Commerce

McKinney, Texas Chamber of Commerce

Edmond, Oklahoma Chamber of Commerce

North San Antonio, Texas Chamber of Commerce

Colombia, Missouri Chamber of Commerce

Little Rock, Arkansas Chamber of Commerce

Plainview, Texas Chamber of Commerce

SMPS: Society for Marketing Professional Services

Fort Worth, Texas Chamber of Commerce

Killeen, Texas Chamber of Commerce

Holland, Michigan Chamber of Commerce

Farmington, New Mexico Chamber of Commerce

Ada, Oklahoma Chamber of Commerce

Ames, Iowa Chamber of Commerce

Lubbock, Texas Chamber of Commerce



# Book Your Gig

## 2020



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[www.bravocc.com](http://www.bravocc.com)



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**CLICK TO CONNECT**

