Libby Spears
Founder, Bravo cc
Educate Liberate Entertain
SPEAKER KIT 2020
Libby spent a lot of time in the principal's office when she failed to follow the rules of the classroom. She loved learning, asking questions, and talking. Turns out her teachers were not too keen on the talking part. She would regularly bring home an all A report card with a lone C in citizenship. There would be a handwritten note from the teacher, “Please encourage Libby to stop visiting with her classmates during lessons.” A natural born rule breaker, it took years for Libby to turn her love for talking into her superpower. In high school she found “her people” on the speech and debate team. Winning a college scholarship for all those weekends at tournaments all over Texas and the United States, Libby pursued a bachelors and masters degree in communication studies. She dreamt of a tenure track position as a university professor. She taught at the University of North Texas and Texas Christian University in the Communication Studies Departments. But as fate would have it, her professional career took a turn after a serendipitous consulting gig came her way. After training a group of architects on how to be better public speakers, she figured out what she wanted to be when she grew up. Libby founded Bravo cc in 2004 and 16 years later she has traveled the world evangelizing a simple message: No matter your profession, industry, or title, HOW you communicate will determine your outcomes. Today she works with clients who “get it but aren’t sure how to get there” with keynotes, workshops, coaching, and custom content focused on developing leaders who are confident and courageous. She owns every stage from the corporate classroom to international conferences.

Libby's extensive client list including Southwest Airlines, Texas Mutual, GameStop, Dell, Lockheed Martin, Accenture, Overhead Door, Young President's Organization, and Stantec Engineering speak to how in demand she is. She is gifted at challenging people to get out of their comfort zone. She is not afraid to ask the tough questions or have the hard conversation in order to grow, transform, and lead.

A native of Texas, Libby's first paid gig as a speaker came at an early age. As a seven-year-old she was invited to tell a joke at an in-studio taping of a game show. When she was done, her life changed forever: She got paid! Today, she focuses her attention on three things: Educate, liberate, and entertain every person she works with. Libby is a professed coffee addict (Grande Vanilla Latte please), remembers way too much pop culture trivia from the 1970s and 1980s, an introvert who knows how to extrovert, and knows every word to the 1980s rap classic, Bust a Move.
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! After a week of brainstorming, the question became a program and over time a philosophy. I applied it to my business, using Plan Be to focus on what this business would be. I passed Plan Be on to my clients, utilizing a series of activities to “find Plan Be” and came to understand Plan Be leads to an authentic sense of PURPOSE, POWER, AND POTENTIAL. In 2017, through a series of UNPLANNED events, I was called to apply Plan Be to my personal life. Little did I know in 2010, Plan Be came to get me ready for the hard stuff—you know the hard stuff right? Its all that junk that rises to the surface to challenge us and see what we are made of. Delivered in a number of packages—job loss! divorce! health crisis! It rarely has a bow on top of it. Plan Be is about who you are when things are great and who you are when things royally stink. That is the measure of being. In this keynote 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 to get you started. You leave ready to Name it! Claim it! and Live it! *Add the Book to your event for a takeaway for attendees. See p. 6 for information.

“Meet Me Around the Campfire” Leaders Tell Stories to Engage, Motivate, & Inspire

Leadership is about getting people to act on a vision, idea, or mission. How do you do that? Many leaders take the tired and worn out PowerPoint path, using slides overflowing with charts, graphs, and data points, all rendered in 12 point font, to try to inspire action. But rarely does an audience experience an emotional reaction to the latest quarterly earnings statement. It is STORY that moves people. GREAT leaders tell POWERFUL stories, the kind that make sense of the data and illuminate the facts, figures, and statistics in a way that an audience is moved to ACTION. In this keynote, I share the SEVEN stories every leader must master, common mistakes made in storytelling, and ideas for how to USE story in an intentional and honest way. In a noisy, crowded, and competitive marketplace, your story will be the way you stand out. Learn how to do it right. Effective storytelling recruits talent, retains talent, makes sense of chaos during times of disruption, positions you in a crowded and competitive marketplace, wins new customers and clients, and keeps the ones you have. Don’t miss the chance to improve your storytelling skills and meet me around the campfire. I’ll bring the knowledge, you bring the hot dogs and fixings for s’mores.
“What do you bring to the Table?” A Plan Be Talk

Toll House Pie, Chicken and Dumplings, Homemade cheese rolls. Everyone in my family brought something to the table except me. This unexpected realization prompted me to figure out what the heck I could bring to the table the next time I was with my family. I chose wisely: Chicken Salad and Quiche. The two things my daughters actually request of me (I am not known for my cooking.....) I quietly added both to the buffet style lunch laid out one summer day and watched as the chicken salad disappeared and the quiche was consumed in the blink of an eye. The next day my niece asked, “Who brought that chicken salad? Oh my gosh it’s the best I have ever had.” It was me! I was beaming with pride. Turned out everyone loved the quiche too and I was bombarded with requests for the recipe.

Beyond food, I love the visual of asking what do we bring to the table? Our talents, gifts, strengths, stories, experiences, and more offer our family, team, friends, and community the value add that we all need to be successful. There is a lot of talk at making room at the table and as Congresswoman Shirley Chisholm taught us, “If they don’t give you a seat at the table, bring a folding chair…” But what happens when you GET to the table? What value do you provide?

In this fun and thought provoking keynote I show you how to answer the question on four levels:

What do I bring to the table? (INDIVIDUAL)
What do WE bring to the table? (TEAM)
What do WE bring to the table? (ORGANIZATION)
What do WE bring to the table? (COMMUNITY)

The best part? Show and Tell. Work with me in advance and we will choose FOUR people from the audience to come up and share—one for each level. Volunteers perfect their 60 to 90 second answer and share at your event. Your audience leaves energized, engaged, motivated, and maybe a little hungry for their mama’s home cooking.

*I highly recommend this keynote for anyone in a service industry: hospitality, customer service, retail, healthcare, restaurant/hotel, etc. *Includes a Bravo cc Printable for participants to take home.
“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

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 were 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 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: Professional conferences, Women’s Conferences, Young Professional Conferences, Associations, Chamber of Commerce Events, Annual Awards Ceremonies, Internal Corporate Events

Libby loves to speak to: Business Leaders and Executives, Owners and Entrepreneurs, Architects and Engineers, Associations and Chambers of Commerce, Educators K-12 and Higher Education, Healthcare and Medical Professionals, HR Professionals, Young Professionals, Corporate Audiences, Nonprofits, College Students, Sales Professionals. And ANYONE who is ready to get courageous and try new things!
I've hired a lot of speakers and the great ones who get the best feedback and make me look good have three qualities... They customize, they entertain and their message has practical, real world take-aways. **Libby checks every box.** She knew our audience, drove engagement with fun exercises and presented a substantial message in bite size pieces that one could use right away. I wouldn’t hesitate to recommend her to my best clients and friends. **Dustin Cordier, NBAA 2019**

Just now flying home from a great time in Cape Town and wanted to write to express my TREMENDOUS GRATITUDE!!!! I cannot begin to THANK YOU enough for the incredible experience you created for all of us. Your TALENT, amazing efforts, dedication and CARING made Member Led Conversations an incredible, life changing experience for everyone participating. Those ripples you created will continue to grow and spread. THANK YOU SO MUCH for EVERYTHING!” **Dick Simon, YPO Action Now Chapter**

All THREE speakers got a standing ovation. Incredible! Thank you so much for the time you invested in these up and coming leaders. The effort showed in the final product! **Sheila Rider, Stantec Engineering**
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

EDUCATION
University of Texas, Arlington
University of North Texas
Brookhaven College
Region 10  Celina ISD
Gonzales ISD  Terrell ISD
Lubbock Cooper ISD
McKinney Christian Academy
Edgewood ISD

CORPORATE
Southwest Airlines
Dell
Jacobs
Husch Blackwell
Wells Fargo
Denbury Oil and Gas
Elbit Power Systems
Overhead Door
CoServ Electric
City of Lewisville
Cunningham Architects
Essilor International
Labilal Power Systems
FCM Travel Solutions
PenTex Energy
GameStop
Stantec
Sabre Travel Network
Alliance Data
Lockheed Martin
SRA Architects
DATCU Credit Union
VLK Architects
Peterbilt Motors
Core Logic
Brazos River Authority
Accenture
Texas Mutual
JCPenney

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)
Carolinias 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