



PRINCESS CASTLEBERRY
GLOBAL SPEAKER | WELLNESS AND
RISK MANAGEMENT CONSULTANT



SOLUTIONS FROM THE STAGE PROTECTING YOUR
PEOPLE, PURPOSE, AND PROFITS



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Princess Castleberry is a Global Speaker and Wellness and Risk Management Consultant who creates learning experiences for organizations that want to protect their people, purpose, and profits by making wellness actionable.

She has consulted enterprises across dozens of industries, solving complex people and operations challenges with over two decades of global risk management, HR, wellness, and facilitation expertise.

She commands audiences with a bold presence that lives up to her name, a thoughtful balance of humor, and actionable frameworks that position leaders from the C-Suite to the front line to take action.

Princess has been featured at TEDxDetroit and in Fast Company, Silicon Republic, BenefitsPro, Supply and Demand Chain Executive Magazines, and other publications.

SIGNATURE PROGRAMS

UNLOCK YOUR I.M.P.A.C.T.

A high-energy, introspective keynote for leaders who need to balance their health and wellness with organizational demands

- Learn strategies to balance your overall wellness while scaling your impact, building influence, and navigating organizational challenges
- Learn the principles of Princess's actionable I.M.P.A.C.T. Framework to reduce your personal risk for chronic stress and decision fatigue
- Adapt the I.M.P.A.C.T. Framework to your organization to catalyze inclusion, engagement, and retention

BURNOUT-PROOF YOUR TEAM

An insightful, story-based keynote for leaders in high-stress/high-risk roles whose decisions have a significant impact and people and operations

- Identify and actively manage the personal and professional triggers causing stress in your workplace
- Learn practices that effectively improve your decision-making and support inclusion
- Practice highly effective physical relaxation techniques

UNSTUCK, UNBOtherED, AND UNINTERRUPTED

A highly motivational and actionable keynote for visionary leaders who must get unstuck and build momentum

- Explore your fears, roadblocks, and setbacks
- Learn strategies to activate, prioritize, and communicate your vision and align with others
- Pivot your leadership style and delegate more effectively

Ideal Audience for All Programs: Established and emerging leaders, individual contributors, women in business, and entrepreneurs



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WHAT MY CLIENTS SAY



**JACOB BROWN | GLOBAL SPEAKER
+ COACH**

“

I had the opportunity to watch Princess speak at a TEDx event, and I was absolutely blown away. Her command of the audience, storytelling and content were beyond relevant. I would 1,000% recommend her for any event if you want your audience wowed!

”



**BARBARA ROSSMAN | RETIRED CEO,
HENRY FORD HOSPITAL MACOMB**

“

You were amazing, and the burnout presentation was exactly what our team needed. The buzz continued throughout the rest of our meeting, and comments continue to flow today. Thank you so much for the targeted and thoughtful approach you took with our team.

”



**CHARLIE WOLLBORG | PRODUCER,
TEDXDetroit**

“

I've seen hundreds of speakers at TEDxDetroit. Literally, one of the very best - Princess Castleberry! You lit up the stage there...you had me taking notes and rethinking things.

”

“

BRAVING THE REAL TRIGGERS

Absolutely can't miss! Life changing! Inspiring! So glad to know I'm not alone in my triggers and now I know how to handle them. You had my attention every single moment. Just fantastic.

”

“

BRAVING THE REAL TRIGGERS

Amazing insight into acknowledging / getting past your triggers and moving to doing what you want. Princess does an amazing job bringing her authentic self to these workshops.

”

“

BRAVING THE REAL TRIGGERS

This was an eye opening event that help provide me better questions to help guide myself to a more fulfilled life and career with less worry! Thanks! I loved it!!

”

“

BURNOUT-PROOF YOUR LIFE | TEAM

Princess is the Queen of burnout recovery! Loved the presentation and the knowledge shared.

”

“

BURNOUT-PROOF YOUR LIFE | TEAM

This session gave some valuable advice on recognizing burnout and some ways to regulate stress to reduce it in all areas of life.

”

“

BURNOUT-PROOF YOUR LIFE | TEAM

Fantastic presentation, thanks so much for being relatable and compassionate with the content and facilitation.

”

“

EVERY LEADER IS A RISK MANAGER

Princess is in a Box by herself. Her powerful messages along with her contagious sense of humor gives you something like no other presenter can provide. Risk management is a topic that is a necessity, yet many companies miss it. Princess is invaluable in all aspects!!!

”

“

EVERY LEADER IS A RISK MANAGER

Easily kept my attention. Princess is extremely personable and it makes it easier to digest the information given during presentation.

”

“

EVERY LEADER IS A RISK MANAGER

This was such a great session! I learned so much about risk management and what I want to incorporate as I start my career in event planning.

”

BREAKOUTS & WORKSHOPS AT-A-GLANCE

DEEP DIVE: UNLOCK YOUR I.M.P.A.C.T.

Leaders learn how to scale their social, business, and community impact while prioritizing their well-being

DEEP DIVE: BURNOUT- PROOF YOUR TEAM

Leaders recognize the signs of burnout, identify their personal and workplace triggers, and learn ways to to recover from it

ALIGN, IGNITE, & MANAGE

Leader from cross-functional teams align ideas, ignite collaborative tech, and manage stress and projects more effectively

BRAVING THE REAL TRIGGERS OF IMPOSTER SYNDROME

Leaders debunk the myth of Imposter Syndrome and learn to identify and address their real personal, global, and workplace triggers

HOW TO HAVE CONFLICT & STILL WIN TOGETHER

Leaders learn three (3) practical strategies essential for navigating conflict to drive innovation and change

EVERY LEADER IS A RISK MANAGER

Leaders learn foundational risk management skills in a session customized for their industry and/or profession

BUILDING BELONGING

Leaders explore practical strategies for guiding inclusion, diversity, equity and accessibility from awareness to action

VOICE & VISION OF A LEADER

Emerging leaders define their unique leadership style and learn essential skills to navigate the challenges of their new roles

RESILIENT WOMEN - SAFE SPACES

Women in business are empowered to navigate negative experiences with R.E.S.P.E.C.T., strength, resilience, and allies

BLACK MONEY P.R.O.s

Black and African-American professionals learn the P.R.O. Framework for Financial Freedom and reimagine their financial futures

MINDFUL RICHES: WOMEN'S WEALTH

Women in business learn the P.R.O. Framework for Financial Freedom and reimagine their financial futures

NEED A CUSTOM SESSION?

Princess Castleberry is a certified instructional designer and can design and deliver wellness, risk, and HR content to fit your needs.



BREAKOUT SESSIONS & CONSULTATIVE WORKSHOPS

DEEP DIVE: UNLOCK YOUR I.M.P.A.C.T.

Are you ready to scale your social, business, and community impact while prioritizing your well-being?

Unlock Your I.M.P.A.C.T. is a transformative life model and learning experience designed for people ready to get unstuck, unbothered, and uninterrupted to embrace new possibilities while prioritizing their mental health and wellness. Come to be inspired and leave with increased self-awareness and a personalized action plan to scale your success and adapt your leadership style to a foundation of mental health and wellness.

Participants will:

- Define your triggers and roadblocks
- Embrace the 'Triple U Mindset'
- Apply the I.M.P.A.C.T. Life Model
- Create your personalized I.M.P.A.C.T. action plan



DEEP DIVE: BURNOUT PROOF YOUR TEAM

Burnout is a pervasive issue for today's professionals at home and work, but it needs to be better understood. According to the World Health Organization, half of the world's population will experience some degree of mental disorder in their lifetime, and burnout is a major contributing factor.

Princess helps people understand the risks associated with burnout and the incredible personal and professional opportunities that come from preventing and recovering from it as effectively as possible.

Participants will:

- Recognize the five stages and signs of burnout and personal signs of decision fatigue
- Identify your personal and workplace burnout triggers
- Learn strategies to improve decision-making and reduce fatigue
- Practice more revolutionary and practical relaxation techniques



ALIGN, IGNITE, & MANAGE

Leaders need the skill to develop solutions to their organization's real-world risks and the influence to align key stakeholders with their strategies.

A.I.M. is the immersive boot camp experience ideal for single-company leadership retreats that helps cross-functional teams align and manage projects more effectively.

This powerful session introduces a canvas tool that helps leaders navigate change under constraints by practicing alignment principles, igniting collaborative technologies, and reducing points of stress.

Participants will:

- **Align:** Establish clarity and buy-in while eliminating barriers and distractions
- **Ignite:** Practice and promote artificial intelligence and collaborative authoring tools to streamline administrative processes
- **Manage Stress:** Learn communication tactics and practices that keep projects moving positively



BRAVING THE REAL TRIGGERS

OF IMPOSTER SYNDROME

Imagine a highly valued, educated, accomplished team member that you believe is ready to go to the next level, except there's one problem - they feel less intelligent, organized, and prepared than everyone thinks they are. You expect them to lead, but they're afraid to take risks and make decisions and question their abilities and readiness. Some experts call this 'Imposter Syndrome,' but they're actually experiencing real-life triggers that can't be managed until they're properly identified.

Participants will:

- Bust the myths related to Imposter Syndrome
- Identify and communicate about real personal, global, and workplace triggers
- Collaborate to build solutions that get high-potential people unstuck



HOW TO HAVE CONFLICT

AND STILL WIN TOGETHER

Do you wish you could navigate conflicts at home and work more productively, coming out stronger together?

This experience exceeds the usual "conflict resolution" to unearth the essential strategies for healthy, productive conflicts.

Leaders (parents, partners, and spouses) need these skills because conflict is inevitable. How we approach it makes all the difference in what comes from it - innovation or loss.

Participants will:

- Distinguish healthy and unhealthy conflict
- Identify your conflict communication style
- Learn Princess' frameworks for active listening and facilitating and reconciling conflicts
- Practice active listening and communication skills



EVERY LEADER IS A RISK MANAGER

A risk is the possibility of harm or loss to something of value. No single person or team can identify and solve enterprise-wide risk challenges in these complex times.

This engaging and customizable breakout session equips professionals with foundational risk management practices for their industry. Gain practical techniques to identify, assess, and reduce risks impacting their people and bottom lines.

Participants will:

- Understand the foundational Risk Management Process
- Identify operational, strategic, financial, and compliance risks specific to their industry
- Explore the role of technology in contingency planning and protecting their organizations



BUILDING BELONGING

Prepare for an introspective and engaging learning experience that sets a foundation for wellness through I.D.E.A. (inclusion, diversity, equity, and accessibility).

This introduction helps leaders demonstrate value for employees' unique life experiences, backgrounds, perspectives, and abilities, which fosters a sense of belonging and connectedness.

This session will increase participants' awareness of key I.D.E.A. concepts and explore practical strategies for guiding inclusion from awareness to action in the workplace.

Participants will:

- Identify your social identities, agreements, and potential biases
- Discuss barriers to belonging
- Understand The Big I.D.E.A.
- Identify opportunities to build belonging and psychological safety and reduce liability risks in the workplace



VOICE & VISION OF A LEADER

This transformative program is specifically designed for emerging and early-career leaders. It aims to catalyze personal growth by helping you identify and refine your unique definition of leadership and develop a strong leadership voice and vision. This experience also equips you with the essential skills and insights to navigate the challenges of new leadership roles effectively - like conflicts with former peers and generational gaps.

Participants will:

- Clearly define the term 'leader' based on their lived experience and values
- Understand how familial and societal 'agreements' shape your narratives and mindset
- Define your ideal personal leadership style
- Navigate common challenges of effectively transitioning to a leadership role



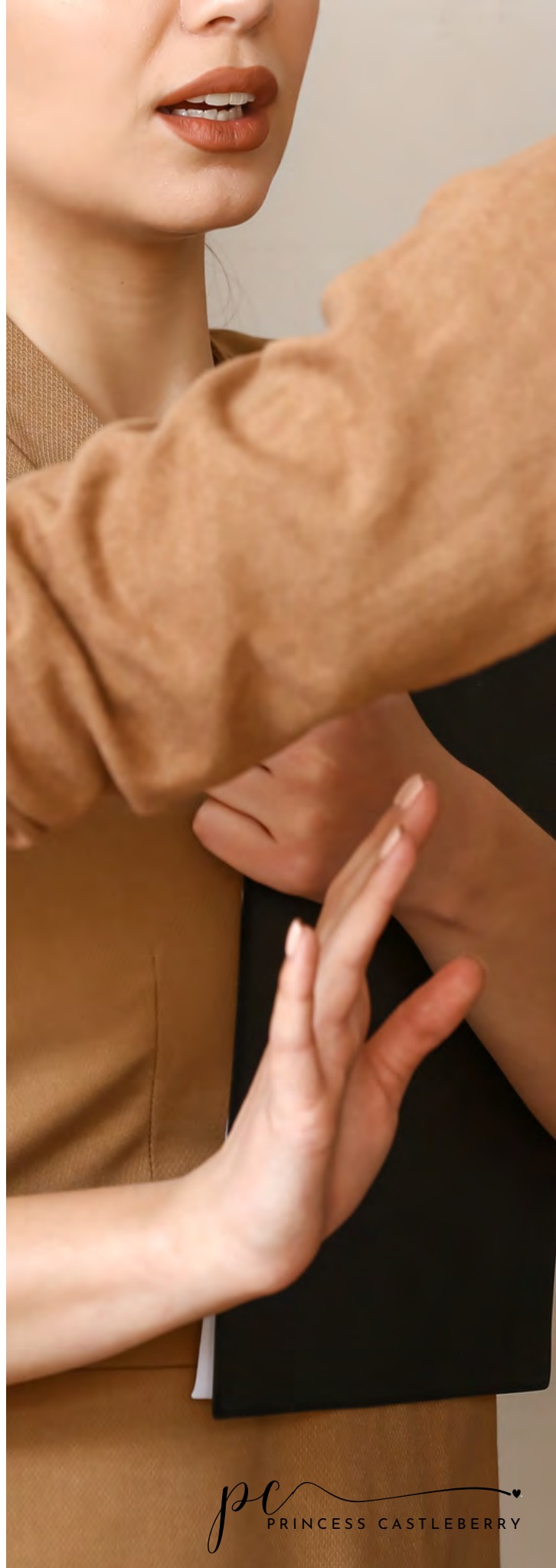
RESILIENT WOMEN - SAFE SPACES

Women deserve to be safe in the workplace; however, they experience and report over 21,000 cases of unlawful harassment every year in the U.S. - with many cases going unreported.

This engaging and interactive session empowers women to navigate negative experiences with R.E.S.P.E.C.T., strength, resilience, and unity. This unique session emphasizes personal empowerment, trusting one's instincts, overcoming fears, building strong alliances, cultivating empathy, and fostering transparent communication.

Participants will:

- Distinguish fear-based responses from R.E.S.P.E.C.T.-based responses
- Learn ways to speak up and engage allies in challenging situations
- Gain the tools and knowledge to create supportive environments that promote dignity, safety, and protection for all employees



BLACK MONEY P.R.O.s

Prepare for a unique and introspective learning experience that sets the foundation for mindfulness and Black wealth-building in the U.S. and beyond.

Global Speaker and Wellness and Risk expert Princess Castleberry delivers this transformative experience based on her P.R.O. Framework for Financial Freedom that allows participants to leverage the power of consumer data and technology to reimagine Black financial futures.

Participants will:

- Explore historical systems impacting Black wealth-building
- Define their wealth mindset
- Reframe the scarcity mentality
- Identify ways to leverage artificial intelligence
- Create a P.R.O. Plan (Permanent Redistribution Opportunities)



MINDFUL RICHES:

WOMEN'S WEALTH

Prepare for a unique and introspective learning experience that sets the foundation for mindfulness and women's wealth-building in the U.S. and beyond.

Global Speaker and Wellness and Risk expert Princess Castleberry delivers this transformative experience based on her P.R.O. Framework for Financial Freedom that allows us to leverage the power of consumer data and technology to reimagine women's financial futures.

Participants will:

- Explore historical systems impacting women's wealth-building
- Define their wealth mindset
- Reframe the scarcity mentality
- Identify ways to leverage artificial intelligence
- Explore practical strategies for financial freedom



MY CORE ACTIONS

COLLECTIVE RESPONSIBILITY

I believe that people deserve to live their best lives and that individuals, companies, and communities share responsibility for creating and providing equitable access to wellness.

INCLUSIVITY

I uplift the experiences and perspectives of all people, especially those who have historically been pushed to the margins, and welcome allies and advocates.

ACCESSIBILITY

I model accessibility practices. We strive to provide disabled people with as much access to the experiences I design as possible.

CULTURAL RELEVANCE

My content and delivery reflect awareness and respect for my audience's cultures, beliefs, and identities.

PROACTIVITY

I proactively identify, assess, and solve challenges and react swiftly when that is not possible.

BRANDS THAT TRUST PRINCESS



PUBLICATION CREDITS



APPROVED HEADSHOTS



AV & MATERIALS NEEDS

- Lavalier microphone
- 1-2 handheld microphones for audience engagement
- Screen and projector with standard HDMI cord
- Laptop stand or podium
- High-speed WI-FI-enabled internet connection
- Color-printed single or double-sided handouts for each audience member