ABOUT MAGI GRAZIANO

For over 20 years, Magi has empowered leaders and teams to optimize performance and workplace culture.

✶ 10,000+ hours dedicated to developing, leading, and facilitating transformation at every level.
✶ From single mom on commission to three-time business owner — understands barriers and how to break them, so you don't have to.
✶ Transformed an organization from the brink of a union walkout into a high-performing workplace that outperformed its 95-year history — helping your culture shift from friction to flow.
✶ Ranked in the top 3% of recruiters nationwide for 15 years.
✶ Developed The Certification in Employee Retention for the National Placement Association.
✶ Led interventions that empowered over 20,000 people to optimize their work.
✶ Trekked the Camino de Santiago and Tour du Mont Blanc on journeys of self discovery.
✶ Recognized on the Inc. 5000 list of fastest-growing companies.
✶ Amazon & WSJ Bestselling Author
✶ Top 100 Business Women in Silicon Valley

RESPONSE AGILITY™

FROM FRICTION TO FLOW

ACTIVATING PERSONAL INNOVATION AND LEADERSHIP MASTERY

> "Magi has changed the way me and my teams execute and makes me a better leader on the daily"

CFO, AFFINIUS CAPITAL

RESPONSE*Agility*™ is a transformative experience that empowers leaders to operate from possibility — to create, innovate, and perform at their highest level no matter the conditions. Drawing from neuroscience, lived experience, and over two decades of guiding organizations through transformation, Magi teaches how to shift from reactive stress to *responsive alignment* — the foundation for innovation, agility, and impact.

This keynote centers on three essential capacities for thriving in leadership and life: **Confidence, Clarity, and Creativity.**

When people embody these qualities, they begin *working and living in alignment with their highest vision for themselves and their organizations.* They move from reacting to what seems hard or impossible, to *creating from what's possible.*

At the heart of this work is Magi's **SCULPT™ Process** — a dynamic framework for mastering the moment. It integrates awareness, connection, and purposeful action — teaching leaders to pause, connect to their intent, understand dynamics, listen deeply, lead with presence, and take decisive, aligned action. ResponseAgility isn't about staying calm — it's about *staying creative.* It's about leading from clarity under pressure and fostering environments that accelerate growth and innovation.

What You'll Walk Away With

- **A 90-second clarity drill** for faster, sharper decisions when stakes and speed are high.
- **High-impact communication strategies** that defuse friction, build trust, and accelerate alignment.
- **Presence practices** that amplify focus, elevate performance, and inspire engagement.
- **An Alignment-to-Action sprint** to translate purpose into measurable results and sustained momentum.

Participants leave with practical tools to reduce stress, sharpen decision-making, and lead with purpose. They don't just adapt to change — they *shape it.*

IGNITE CULTURE

UNLEASHING COLLECTIVE GENIUS FOR UNRIVALED INNOVATION

> **"What a great event! The room was buzzing with positive energy after the presentation and the morning continued to flow from it!"**
>
> **CEO, CHAMBER OF COMMERCE SANTA CRUZ**

Imagine a workplace where people *anticipate the moment instead of chasing it* — where energy flows toward innovation, collaboration, and shared purpose. In today's dynamic world, leaders have the opportunity to shape an **emergent culture** — one that taps into *intrinsic motivation*, inspires *exceptional teamwork*, and unleashes *collective intelligence* to fuel innovation and performance.

Through *Ignite Culture*, Margaret Graziano (Magi) equips organizations to move beyond reactive management and build environments where people are aligned, agile, and inspired. She shows leaders how to redirect energy from friction and fatigue into clarity, connection, and co-creation — turning potential into powerful results.

This keynote provides a practical, proven framework for cultivating cultures that thrive from the inside out — cultures that evolve as fast as the world around them.

What You'll Walk Away With

- **A clear framework** for cultivating an emergent culture rooted in alignment, adaptability, and shared purpose.
- **Tools to unlock intrinsic motivation** and inspire people to bring their best thinking and creativity to every challenge.
- **Strategies for exceptional teamwork**, where collaboration becomes the engine of innovation and execution.
- **Methods to harness collective intelligence** for problem-solving, agility, and continuous improvement.
- **A repeatable approach to cultural transformation** that scales across departments and drives sustainable performance.

Ignite Culture empowers organizations to evolve from the inside out — creating conditions where people perform at their best, teams unite around possibility, and *the collective genius ignites to drive exceptional outcomes.*