



BIOGRAPHY

SHORT VERSION:

Elisabeth Leamy is a 13-time Emmy-winner best known for her decade at Good Morning America. To survive and thrive at GMA, she developed a counterintuitive system for conquering competing priorities that allowed her to do award-winning on-air work while also writing two critically acclaimed books and a Washington Post column on the side. She calls it The TRloritize Technique and it is this framework that Elisabeth shares with audiences as a keynote speaker today to help them achieve exceptional productivity and performance.

MEDIUM VERSION:

Elisabeth Leamy is best known for her decade as on-air consumer and investigative correspondent for ABC's Good Morning America. She is a 13-time Emmy-winner, but more proud that her stories spurred congressional inquiries, lawsuits, and legislation that helped the underdog.

Network news is a pressure-cooker world where blunders and bloopers are made on national TV for all to see. Elisabeth survived—and eventually thrived—by finding a surprising way to corral her competing priorities and do quality work amid the chaos. It is that discovery that she shares with audiences today.

She calls it The TRloritize Technique and credits this simple system with helping her juggle her TV news career, while also writing two books and a Washington Post column on the side. Elisabeth's mission now is to share her contrarian 3-part system with others who are determined to conquer their own competing priorities and accomplish great things at work—and in life.



LONG VERSION:

Elisabeth Leamy is best known for her decade as consumer and investigative Correspondent for ABC's Good Morning America. She has interviewed presidents and first ladies, CEOs and celebrities, but is more proud that her stories spurred congressional inquiries, lawsuits, and legislation that helped the underdog. It wasn't always pretty. Network news is a pressure-cooker world where blunders and bloopers are made on national TV for all to see.

Elisabeth's own struggle to juggle inspired her to create The TRloritize Technique, the three-part system she credits with helping her win 13 Emmys and four Edward R. Murrow awards, while also writing two books and a Washington Post column on the side. She survived—and eventually thrived—by using this technique to corral her competing priorities and do quality stories amid the chaos. The surprising secret to doing the best work of your life? Not *always* trying to do your best.

It is this counterintuitive discovery that Elisabeth shares with audiences today. Before unveiling The TRloritize Technique, Elisabeth spent years and tapped into her journalism skills to figure out why it works. She unearthed neuroscience that shows why pushing our hardest all the time hurts rather than helps our performance. And she dug up business studies that prove the astonishing power of focusing on just a handful of strategic priorities.

Elisabeth is an original thinker who has forged a path of trial-and-error success from on-air to on-stage. Her clear but colorful communication style has been an asset throughout her journey. Today, Elisabeth's mission as a keynote speaker is to help others who are determined to conquer their competing priorities and accomplish great things at work—and in life.