

FAQ's

About Elisabeth Leamy & The TRloritize Technique

ABOUT ELISABETH:

Are My Keynotes Customized?

I work closely with each client to customize every single keynote that I deliver. Back when I taught public speaking at UC Berkeley, the number one lesson was “know your audience” and I try to practice what I preach. I take a layered approach, using my reporting skills to first investigate the industry, then the organization, then the specific audience within that organization. After that, I use my interviewing skills to speak with key players at that organization and really figure out what their pain points are so I can be sure my talk is going to resonate.

What's It Like To Work With Me?

Easy! It's about you—not me. I'm super low maintenance but also ridiculously well-organized, so, for example, if you need a video to publicize your event, I'm on it. If another speaker goes long, I'll go short. If they go short, I'll stretch. After all, that's what I did for years in Broadcast News! I want to be of service to my clients. That's why, if you book me for a main stage keynote, I am happy to provide other services for FREE while I am with you—like emceeding an event, moderating a panel, or delivering a breakout session on a separate topic. (How to get positive press coverage...) I wasn't a diva when I was on Good Morning America and I am definitely not one now.

What's My Impact?

It's not enough to have an impact in the moment. When I get people laughing or crying from the stage, that's very moving for me. But what I really want is to have an impact for years to come. I want to help my audience conquer their own priority overload. My mission is to help *meeting planners* succeed the day of the event and help the audience succeed long after that.

How Do I Connect?

While I'm on stage, the audience is feeding me energy...so much so that I've got game-show like energy when I'm up there! People also tell me that I'm funny, usually—but not always—on purpose. I definitely make fun of myself early and often, as you can see. I think my willingness to be real and lay it all out there and share my own struggle to juggle really connects.

What's My Speaking Style?

My style is to wrap important ideas and information in stories, because when you tell a story, people listen harder and learn more. I've got some doozies of my own. (Like the goat that ate a hole in the seat of my dress on live TV!) Plus, I spent years digging up important business stories that show The TRloritize Technique in action. Between stories, I sprinkle in killer stats and revealing studies that drive the point home.

Why Choose Me?

I think what stands out is that my approach is so contrarian that I guarantee your audience is going to remember it. The TRloritize Technique is really simple—and yet totally counterintuitive—and that's what makes it memorable. Some clients also like that their people know me from my years on Good Morning America and other national television shows. And final note, an old boss once said, "Elisabeth has a ferocious work ethic." I took that as a compliment and I guarantee *nobody* will work harder for you.

ABOUT TRIORITIZING:

What's Priority Overload?

If you have to ask, consider yourself lucky! Priority Overload is that paralyzing problem where you've got too many competing priorities so it's hard to make any progress. Ironically it's most likely to happen to the most ambitious among us—people who exuberantly take on too much. Multiple studies call it the number one problem in business today. Priority Overload confuses employees so they end up wasting time on the wrong tasks. It distracts Executives so they end up putting out fires instead of truly leading. And it sidetracks entire organizations, pulling them away from their core mission. A groundbreaking study showed companies with the *most* strategic priorities have the *lowest* revenue growth whereas those with the *fewest* strategic priorities have the *highest* revenue growth. It literally PAYS to prioritize!

Why is it Called The TRloritize Technique™?

First, because it's a three-part system for prioritizing your time and talents. Instead of always trying to do our best, I dare people to divide their efforts into good, better, and best. That's not laziness! It's a structured way of getting your priorities straight. Second, the T-R-I in TRloritize Technique is an acronym. It stands for TALENT, REWARD, IMPACT. Those are the three factors I encourage people to use to figure out *which* work deserves *what* level of effort. They are highly studied metrics for wise decision making, which is why they made the cut and became part of my system. The TRloritize Technique helps audiences identify the *right* priorities and pursue them with the *right* amount of effort.

Not Always Do My Best?

There's another saying I prefer: "*When everything's a priority, nothing's a priority.*" After all, we've been taught since we were toddlers that you must always do your best. But the truth is, when we try to make *everything* our best, nothing is. If we instead divide our efforts into good, better, and best, we can shift time, energy, and resources from those "goods" and "betters" to nurture the "bests" —the most important projects on our plate. I always reassure audiences that the levels are NOT "crappy, better, best!" No! Good means solid. Serviceable. If this were school, we'd call it a B or B+. Don't worry, if you embrace The TRloritize Technique, *ALL* of your work will be good—and your most important work will be exceptional.

Why is "Talent" Part of The TRloritize Technique™?

Talent is the T in the TRloritize technique. When we're considering whether to give a professional or personal project our very best effort, it's important to consider whether it aligns with our true talents. That can be an individual's personal talents or the core capabilities of an organization. Countless studies show that people are more productive—and companies are more profitable—when we stick to the work that we're great at.

Why is "Reward" Part of The TRloritize Technique™?

Reward is the R in the TRloritize acronym. Before we give something our precious peak level of effort, we should ask: "Does this opportunity have the potential to reap rich rewards? The most obvious reward is revenue. We all want and need to make money, and that's great. However, a "reward" in The TRloritize Technique refers to anything that benefits you or your organization internally. For example, a reward can be an *award*—like Emmys in my old television news days. Or it could be great publicity or a promising new business introduction.

Why is "Impact" Part of The TRloritize Technique™?

Impact is the "I" in The TRloritize Technique because I think we all want to make a positive impact on our community, our country and maybe even the world. Whereas "reward" is all about *internal* rewards, impact is about doing good in the *outside* world. This is not just woo woo idealism. Research shows the stock prices of companies with a clear purpose are twelve times higher and their employees are 73% more engaged. Doing good really can help us do well.