

## CY WAKEMAN MARKETING KIT

**Name:** Cy Wakeman, M.S., CSP

**Title:** President & Founder

**Company:** Reality-Based Leadership

### Official Headshot

High Resolution Image

<https://cywakemaninc.app.box.com/s/2nv8j8p9ltvdrw9eqrvkld2brb9qerha/file/779305148152>

### Additional Photos and Logos

Link to Downloads Folder

<https://cywakemaninc.box.com/s/2nv8j8p9ltvdrw9eqrvkld2brb9qerha>

### Biographical Information



Cy Wakeman is a drama researcher, *New York Times* best-selling author, and 2023 World's #1 Leadership Guru who is recognized for her Reality-Based approach to leadership. Backed by over 25 years of unparalleled experience partnering with top brands spanning all industries, Cy's philosophy offers a modern approach to leadership in which employees and managers alike can deliver better results with less drama, higher engagement without entitlement, and more happiness in even the most challenging workplace realities.

Deemed "the secret weapon to restoring sanity to the workplace and the worldplace," Cy empowers leaders to love their teams up while calling them up to greatness. Her client list includes Google, Meta, Viacom, NBC Universal, Keurig Dr. Pepper, NASA, Pfizer, CVS, Johns Hopkins, Stanford Medicine, Bank of America, among others.

As a highly sought-after conference headliner, Cy holds a Certified Speaking Professional (CSP) designation from the National Speaker's

Association, placing her within the top 3% of speakers worldwide.

Cy's avid fanbase online has surpassed 250,000 followers. Her Reality-Based Leadership newsletter that often goes viral within organizations reaches over 30,000 raving fans who discuss and apply her modern leadership techniques each and every week with their teams.

She has published four best-selling books, the latest of which is [\*Life's Messy, Live Happy: Things Don't Have to Be Perfect for You to Be Content\*](#) (2022). Cy shares her latest leadership insights on the [\*Reality-Based Leadership podcast\*](#) where she offers practical ways to modernize how leaders evolve their teams beyond the challenges they face.

**Website** <http://www.realitybasedleadership.com/meet-our-team/cy-wakeman/>

**Speaker Reel** <https://www.youtube.com/watch?v=JPzpffkQRWw&t>

## The Reality-Based Leadership Podcast

Apple Podcast: <https://podcasts.apple.com/us/podcast/reality-based-leadership>

YouTube Music: <https://music.youtube.com/playlist?list=PLS3x38QH5PRnp7w7VmTGhS8nGGB18OjDf>

Spotify: <https://open.spotify.com/show/2tQloeL98EJEI7qb9MwahM>

## Cy Wakeman Social Media

Twitter: @CyWakeman

Facebook: /CyWakeman

Instagram: @CyWakeman

LinkedIn: <https://www.linkedin.com/in/cywakeman/>

YouTube: <https://www.youtube.com/@cywakeman>

## Formal Education

Degree	Major Area of Study	Institution – Name, City, State
Bachelors	Political Science (Emphasis on International Relations)	Drake University – Des Moines, IA (1987)
Bachelors	Social Work	Briar Cliff University – Sioux City, IA (1991)
Masters	Health Administration (Emphasis on Organizational Development)	Clarkson College – Omaha, NE (1994)

## Shortened Speaking Introduction

Cy Wakeman is a drama researcher, NY Times Bestselling Author and recipient of the #1 Global Leadership Guru award for three years running.

Deemed “the secret weapon to restoring sanity to the workplace and the worldplace.” Cy Wakeman works with organizations globally to ditch the drama, hardwire accountability in their teams and turn excuses into results.

As the founder of Reality-Based Leadership, she inspires audiences to modernize their approach to leading their teams which enables them to succeed in spite of the challenging circumstances they face. Her thought-provoking insights capture the hearts and minds of attendees of all backgrounds, helping them realize that success and happiness in their careers is their natural state - once the drama is gone.

Cy’s client list includes Google, Meta, Viacom, NBC Universal, Keurig Dr. Pepper, NASA, Pfizer, CVS, Johns Hopkins, Stanford Medicine, Bank of America, among others.

With that, I’d like to introduce Cy Wakeman!