



TRACI SCHUBERT BARRETT

SPEAKER | BEST-SELLING AUTHOR | PODCASTER | EXECUTIVE COACH | BUSINESS OWNER



TRACI SCHUBERT BARRETT

Speaker, Author, President & Co-Founder

Traci Schubert Barrett is a sought-after international speaker, best-selling author of *What If There's More? Finding Significance Beyond Success*, and the founder of Navigate the Journey, a leading business consulting and leadership development firm.

As one of the founders of the wildly popular national cable television network HGTV, Traci enjoyed the amazing ride of taking a fledgling idea and turning it into a billion-dollar media empire. After over twenty years in the media industry, Traci launched Navigate the Journey in 2014, leading her to create the Strategic Life Map process.

With a Master's in Professional Psychology and over 30 years of business experience, Traci has a unique talent for driving meaningful change and fostering purpose-driven cultures. When Traci isn't on stage, you can find her coaching C-suite executives and business leaders, helping them create greater impact in their work and lives.

IN ACTION

SPEAKER DEMO REEL



Want a sneak peak?

[CLICK TO WATCH VIDEO](#)

HGTV FOUNDER

Traci has over thirty years of business experience, including being one of the founders of the billion-dollar media empire, HGTV. She spent over twenty years in corporate America, is a successful entrepreneur, and owns a thriving business consulting firm.



M.A. PSYCHOLOGY

Traci received her M.A. in professional psychology to better serve the team she was leading at HGTV. As a trained professional counselor, she now coaches executives and business owners on how to lead through emotional awareness.

EMOTIONAL INTELLIGENCE EXPERT

The corporate world is desperate for more emotionally intelligent leaders. Having completed a coaching certification in Emotional Intelligence 2.0 and being an experienced leader and business executive, Traci is equipped to help leaders understand, use and manage their emotions while leading their teams.

SUCCESSFUL ENTREPRENEUR

Traci started her business consulting firm Navigate the Journey to help entrepreneurial leaders scale their business, grow their teams and develop leaders. Through expert consulting and coaching, Traci and her team work with businesses to develop a clear vision and strategy that will lead to long-term and sustainable success.

CULTURE WARRIOR

On her podcast "Overly Human," Traci helps listeners navigate business and life, accepting the reality that it's not always just business; it's personal too. In each episode, she and her co-host, Rob Harr, explore the question, What does it mean to be human in the workplace?

BOOK TRACI FOR YOUR NEXT EVENT

KEYNOTES THAT CHALLENGE. INSPIRE. ELEVATE.

Equip your audience with the mindset and momentum to lead what's next.

Traci Schubert Barrett doesn't just speak about leadership —she's lived it at the highest levels. As a member of the team behind the launch of HGTV, Traci shares the untold, behind-the-scenes story of how a bold media idea became a billion-dollar brand, revealing the mindset, risks, and decisions that fueled extraordinary growth.

Now, as a leadership strategist and trusted advisor to C-suite executives and high-growth companies, Traci brings powerful insights from the boardroom to the stage. Her keynotes blend real-world business lessons, breakthrough coaching frameworks, and modern case studies, delivered with authenticity, energy, and a refreshing no-fluff approach.

Your audience will walk away with:

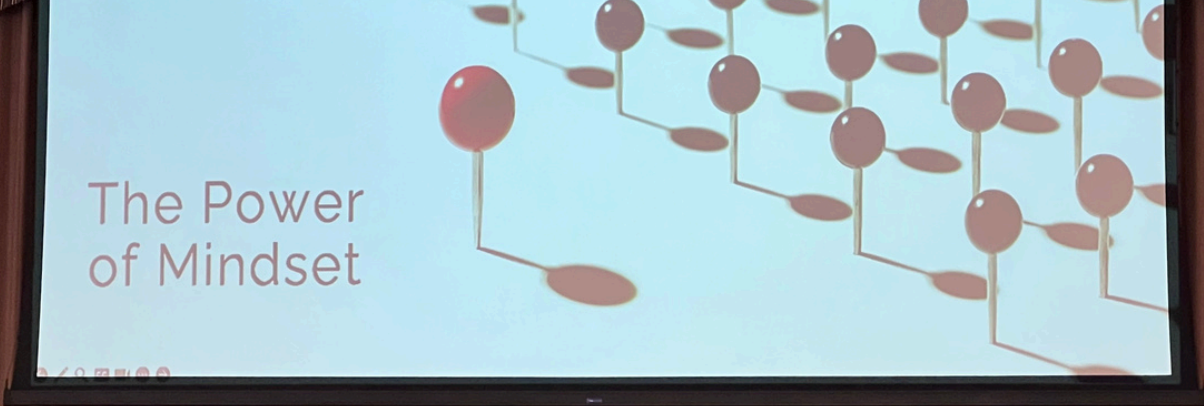
- Candid stories that pull back the curtain on building HGTV from the ground up
- Hard-won insights from coaching elite leaders navigating rapid change
- A breakthrough framework called Healthy Ambition that teaches how to close the gap between today and the desired vision for the future.

With over 30 years of executive and entrepreneurial experience, Traci equips high-performing leaders and teams to elevate their impact without losing their sense of purpose. She doesn't just motivate, she mobilizes.

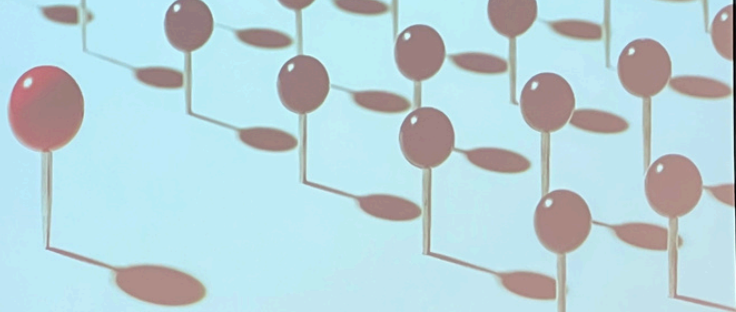
If your audience is ready for a keynote that sparks growth, inspires bold leadership, and delivers lasting impact, Traci is the speaker for you.

In-person or virtual. Insightful. Energizing. Unforgettable.





The Power of Mindset



“...Traci Barrett is one of those unique individuals who is both engaging and brutally honest in all the best ways. Get her on your stage; your audience will thank you.”
-Carl Smith,
Owner, Bureau of Digital



TRACI IN THE MEDIA



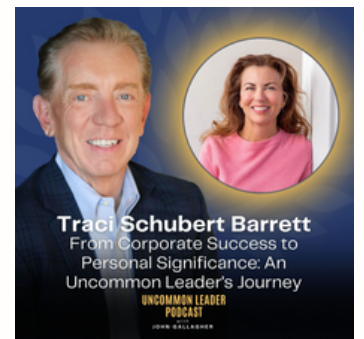
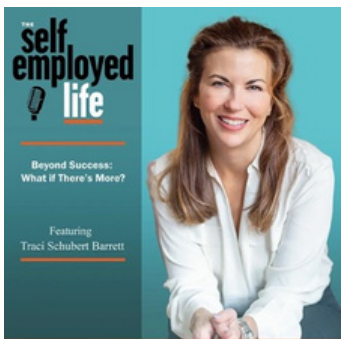
Authority Magazine



StyleBlueprint

Maria Shriver's

SUNDAY PAPER



HEALTHY AMBITION: HOW LEADERS ACHIEVE THEIR FULL POTENTIAL WITHOUT SACRIFICING WHAT MATTERS MOST

Today's elite organizations aren't just asking "What's next?" They're asking, "How can we get to what's next without sacrificing what matters most?" They know that scaling excellence requires more than just effort; it demands a new kind of ambition. **Healthy Ambition** is the essential framework that teaches leaders how to close the gap between high-functioning and next-level performance, without sacrificing culture, creativity, or well-being.

In this transformative keynote, Traci Schubert Barrett, former HGTV founding executive, best-selling author, and trusted advisor to high-performing teams, educates leaders on the importance of balancing results, relationships, and identity as they navigate the ever-changing world of work and pursue their highest potential without wavering or burning out. Leaders who attend this session will leave with renewed understanding of how to sustainably be their best, and will be better equipped to navigate the uncertainty and change the world will continue to throw their way.

KEY TAKEAWAYS

Leaving this presentation, your audience will learn:

- How to align ambition with purpose to unlock sustainable peak performance
- The three critical leadership levers that drive resilience, connection, and impact
- Why "good enough" is the enemy of innovation—and how to reignite job joy
- Pitfalls to avoid when closing the performance gap
- How to bring their teams along with them in their healthy ambition journey

With a dynamic mix of business strategy and deep emotional intelligence, Traci delivers more than inspiration, she delivers a roadmap for organizations ready to grow with intention and thrive through change.

Let go of the grind. Embrace the impact of Healthy Ambition.

Target Audience: Leaders, Managers, Individual Contributors

NEXT-LEVEL LEADERSHIP: REDEFINING AMBITION FOR THE MODERN LEADER

Today's leaders aren't just expected to perform, they're expected to evolve. And fast.

Next-Level Leadership is a keynote designed specifically for high-performing executives who are ready to challenge the ceiling of "good enough" and redefine success through a new lens: healthy, purpose-fueled ambition.

Traci Schubert Barrett, seasoned executive, leadership strategist, and one of the original founders behind HGTV guides elite leaders through a framework that elevates performance without depletion. This keynote isn't about doing more. It's about leading better.

KEY TAKEAWAYS

Leaving this presentation, leaders will learn:

- Reframe ambition as a powerful, renewable force that sustains energy and impact
- Sharpen the three essential dimensions of modern leadership: Identity, Relationships, and Results
- Learn to scale their leadership in a way that strengthens culture and fuels innovation

Traci's delivery blends executive savvy with deep insight, helping seasoned leaders reconnect with what drives them and how to drive others forward. It's a strategic reset for leaders navigating complexity, growth, and people leadership at scale.

This isn't just a talk. It's a challenge to evolve, inspire, and lead with impact.

Target Audience: New managers, Middle Managers, Senior Leaders, Director Level, People Leaders

FREEDOM TO SCALE: HEALTHY AMBITION FOR ENTREPRENEURS WHO WANT MORE, ON THEIR TERMS

You've built a strong business. You've led well. And from the outside, it looks like everything is working.

But deep down, you may be wondering: What will it really take to grow this to the next level and will it cost me more than I'm willing to give?

Freedom to Scale is a keynote designed for high-performing entrepreneurs who are ready to scale with intention not exhaustion. Traci Schubert Barrett, a founding executive at HGTV and strategic advisor to growth-minded leaders, delivers a powerful, practical framework for pursuing more—more impact, more alignment, more success—without sacrificing yourself, your team, or your original vision.

Through her signature Healthy Ambition approach, Traci challenges business owners to release the fear that growth must come at a personal cost and instead embrace a better way forward.

KEY TAKEAWAYS

Leaving this presentation, entrepreneurs will gain:

- A strategic framework to grow the business by evolving the leader behind it
- The three growth levers that unlock sustainable success: clarity of purpose, aligned relationships, and exceptional results
- A renewed mindset that shifts from I have to carry it all to we're built for more

Freedom to Scale reframes scaling not as a burden but as a breakthrough. It's for leaders who believe in what they've built and are bold enough to ask what's possible when they stop playing small.

Because when you lead with healthy ambition, you don't lose what makes your business great. You amplify it.

Target Audience: Business Owners, Entrepreneurs, Leaders of Start-ups

TOPICS AVAILABLE FOR PANELS & INTERVIEW- STYLE PRESENTATIONS

LEADERSHIP

- How to Become a Leader People Want to Follow
- How to Overcome Imposter Syndrome
- 3 Questions Being Asked About Your Leadership
- Bridging the Gap Between Good & Great Leadership

ENTREPRENEURSHIP

- How to Run Your Business So It Doesn't Run You
- How to Scale Your Business Like HGTV
- Running Your Business vs. Leading Your Business
- How to Bounce Back from Tough Times

SALES

- My Lessons from Selling HGTV When It Didn't Yet Exist
- The Difference Between Sales & Marketing
- Building a Book of Business from Scratch
- What Does a Sales Relationship Mean



TESTIMONIALS



"Traci CRUSHED IT when she spoke to our community of Pinnacle Business Guides! Our community has seen a lot of speakers, and few can hold the stage the way Traci did. Her humor, energy and spot on content had everyone hanging on each word and taking pictures of her slides as they did not want to miss a concept. If you are looking for a speaker that does the research and comes ready to connect with your audience, then you are ready for Traci. We all left with a determination to live a more intentional life with a greater meaning."

GREGORY CLEARY
AUTHOR OF PATH TO THE PINNACLE, AND CO-FOUNDER OF PINNACLE BUSINESS GUIDES



"Through various local, regional, and global roles in the Entrepreneurs' Organization, I have worked with many speakers and Traci exemplifies professionalism in every aspect. She was prepared, on time, present in the moment. She was an exceptional speaker on stage, communicating clearly with right amount of energy and relatability. Traci has great stories taken from her days at HGTV, her work with key clients and businesses, and her own life journey. She not only encourages professional growth but personal growth as well. Traci far exceeded our expectations."

TOM MCMANUS
LEARNING CHAIR, ENTREPRENEURS' ORGANIZATION



"Traci is a powerhouse of a human being and her approach, content, and delivery style are unmatched. If you are looking for someone to help transform the thinking of your audience, she is the speaker for you! Be prepared for a whole new way of thinking about work and life and how they are connected at the most basic level. To create a life you love is to also do work you love. Highly recommend Traci!"

AJ VADEN, CEO & CO-FOUNDER BRAND BUILDERS GROUP



"Traci is one of the best speakers I've had the privilege to hear in a long time. We recently invited Traci to be our Keynote speaker at our All Area President meeting. She is incredibly thoughtful, motivating and helped us all remember why we do what we do. I can't recommend Traci enough and regularly share a copy of her book with friends and colleagues."

BRIAN FORD
AREA PRESIDENT, FOCUSCFO

TESTIMONIALS



"As someone who's attended and organized hundreds of events, I know what I'm looking for in a great presenter. It's a mix of personality, experience, insight and storytelling that leads to heads nodding, waves of laughter and the deep sighs of realization. It's rare to find a speaker you don't worry about accomplishing this. But Traci Barrett is one of those unique individuals who is both engaging and brutally honest in all the best ways. Get her on your stage, your audience will thank you."

CARL SMITH
OWNER, BUREAU OF DIGITAL



"Over the course of this multi-day event, Traci captivated my attention more than any other presenter. As an event professional I hear hundreds of CEO's, leaders and professional speakers each year. Traci had me on the edge of my seat with how personable she presented. Traci brought the human element back into the room. Fireside chats, panels, keynotes are all great, but Traci took the focus off the stage and helped us look inside ourselves."

CAMERON MAGEE
OWNER, AVAD3 EVENT PRODUCTION



"Traci's book and facilitation show you that you have the power to speak life into the future you truly desire and give yourself permission to live out. Having Traci speak to our group was a special treat. The session was beautifully interactive just like a book club of old friends with Traci creating a space for the business owners in the room to share their experiences, their dreams, and desires to apply the tools Traci introduced."

SONIA PETKEWICH
MASTERMIND COMMUNITY LEADER,
CATALYST MASTERMIND COLLABORATIVE



"Traci presented an effortlessly engaging keynote at the 2024 PMI Nashville Symposium. Her 'Make Your Work Matter' message inspired all of us to uncover the deeper meaning in our work, irrespective of our roles. Participants left feeling energized, and people are still raving about her presentation. If you want a keynote that is both inspiring and actionable, Traci is an absolute must-have. I highly recommend her!"

NANCY C EVERITT, PMP
PRESIDENT ELECT NASHVILLE PMI CHAPTER

COMMON QUESTIONS FOR Q&A:

1

Personal Experience and HGTV Insights

- What was the biggest leadership lesson you learned while launching HGTV?
- What were some of the behind-the-scenes challenges HGTV faced early on and how did your team overcome them?
- Was there a moment you thought HGTV might fail? What kept you moving forward?
- What does "healthy ambition" mean to you now, compared to earlier in your career?

2

Leadership, Growth, and Performance

- How do elite leaders know when they've hit a "good enough" ceiling, and how can they break through it?
- You talk about aligning identity, relationships, and results; what's the hardest one for most leaders to get right?
- What's one shift a leader can make today to lead with more clarity and impact?
- How do you coach leaders to stay focused on long-term vision while navigating short-term pressures?
- How do you define healthy ambition for elite leaders, and how do you sustain it?

3

Team Dynamics and Organizational Culture

- What are the early warning signs that a company is stuck in "maintain" mode instead of growth mode?
- How can leaders foster a culture that embraces growth without causing burnout?
- What do high-performing teams do differently when it comes to handling rapid change?
- How do you help teams stay connected and aligned in a hybrid or virtual environment?
- In your experience, what kills momentum faster than anything else inside a team?

COMMON QUESTIONS FOR Q&A:

4

Practical and Tactical

- What's one question leaders should ask themselves daily to maintain healthy ambition while staying focused on the next level of growth?
- If someone's feeling stuck in their career or leadership, where should they start?
- What's a quick team exercise or prompt that can help a group reset and refocus?
- What's the most common leadership blind spot you encounter in your coaching work?
- If you could give every leader in the room one challenge to act on after today, what would it be?

5

Business Owner-Specific Q&A Questions

- How can business owners balance the pressure to scale with the desire to preserve what made them successful in the first place?
- What mindset shifts are most critical for founders moving from "doer" to "visionary leader"?
- What's one common mistake you see business owners make when trying to scale?
- When the business starts growing faster than the founder, what's the first leadership adjustment that needs to happen?
- How do you help owners know when to push for more and when to optimize what they already have?





WHAT DOES IT MEAN TO BE HUMAN IN THE WORKPLACE?

Traci Barrett, President of Navigate the Journey, and Rob Harr, CEO of Sparkbox have candid conversations, give practical advice, and share relatable examples around this important question. They discuss a wide range of topics, wrestling through finding the balance between growing a profitable business and sustaining a healthy culture.

It's not just about business—it's personal too!

5 Stars!

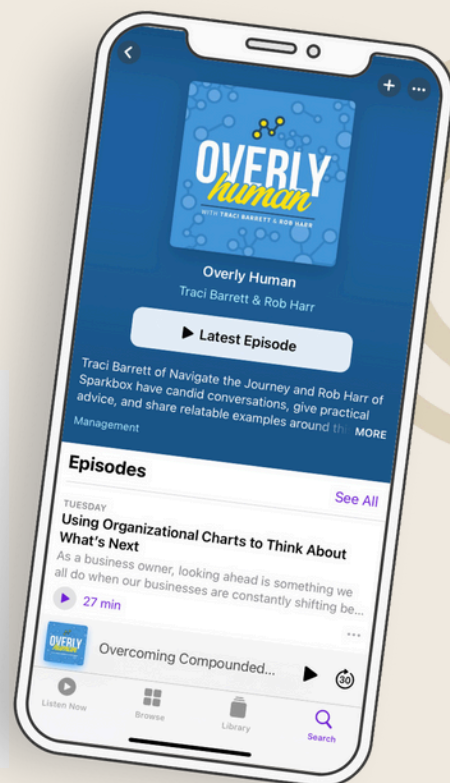


This is such a great podcast with topical, actionable advice. Traci and Rob have so much experience, and I appreciate the empathetic-but-honest tone of the podcast.

Delivers Value Every Time



There's nothing more satisfying in the podcast universe than a show that hits the mark every time! Overly Human delivers mission critical, people-flourishing practices that I can implement right now. Traci and Rob are like favorite co-workers that you seek out in the break room—witty, engaging, helpful, and real.



WHAT IF THERE'S MORE? FINDING *Significance* BEYOND SUCCESS

What happens when you wake up and realize the good fortune, status, and accolades for which you've worked so hard have left you overburdened and burned out? As a founding member of the launch team for HGTV, media executive Traci Schubert Barrett had enjoyed the exciting ride of taking a promising idea and turning it into a billion-dollar media empire.

But nearly two decades later, success was no longer the beacon it once was. What if success was no longer enough? What if there was more?

Drawn from Traci's personal experience, *WHAT IF THERE'S MORE?* provides a framework for deeper self-awareness, finding more meaning and purpose in your work, and embracing significance as a bold adventure in and of itself. In this best-selling book, Traci offers a pathway for making peace with your past, renewing your perspective, and confidently crossing into a fulfilling future.



**Best
Seller**
amazon.com

Make Traci's best-selling book your choice for monthly mastermind or business leader group and bring her in as your speaker.



WHAT IF THERE'S MORE? FINDING *Significance* BEYOND SUCCESS

READER TESTIMONIALS

BURTON JABLIN, CO-FOUNDER HGTV & FORMER COO SCRIPPS NETWORK



"You'll benefit from Traci's insights and recommendations in this practical guide for finding more meaning in your work. Traci knows what it's like to have a successful career but to feel that something is missing because she's been there. For nearly 30 years as a friend and as a colleague at HGTV, I've benefited from Traci's advice and guidance, and now others can too."

NANCY LYONS, AUTHOR OF WORK LIKE A BOSS & CEO, CLOCKWORK



"This book is like a mentor in your pocket. But not just any mentor - Traci presents a practical framework for moving forward when you're feeling stuck. It's not full of platitudes and empty advice. Instead, it's packed with helpful tools and ways of thinking that guide you toward setting an actionable vision for a future you actually want. It's about ensuring you're intentional about where you're going. Instead of just letting it happen to you. Every leader needs this book."

SUSAN PACKARD, AUTHOR OF FULLY HUMAN AND NEW RULES OF THE GAME



Traci's incredibly hopeful book comes at the perfect time, given how COVID has unraveled our relationship to work. She urges us to ask soul questions like what does purpose look like for me? Then she gives us processes to find answers. This is a wisdom book for the ages.

CHRISTINE OLSON, SENIOR VICE PRESIDENT, A&E NETWORKS



With this book, Traci is your guide to clarity on who you really are and what you have been uniquely designed to do. This book is a guide to redefining success and discovering the life you were meant to live.



“Meaningful work isn’t about money and milestones; meaningful work is about making your work matter.”

-Traci Schubert Barrett



BOOK TRACI FOR YOUR VIRTUAL EVENT

Traci is proficient in delivering virtual keynotes, webinars, and workshops. She has been certified by eSpeakers as a virtual speaker with years of experience and state-of-the-art equipment to bring a top-quality presentation to your team. Connect your team with powerful content without them needing to leave their desk!

Book Traci to speak at your next event. For speaking requests and calendar inquiries, please email:

Paige Feria, Team Coordinator

PAIGE@NAVIGATETHEJOURNEY.COM



MAKE YOUR WORK MATTER BY DEFINING YOUR UNIQUE IMPACT

The Strategic Life Map™ process is so much more than a motivational session. It is a coaching program filled with strategic tools, science-backed research, psychology-backed exercises, and expert guidance. You walk away with a deeper knowledge of who you are and complete clarity on the best version of yourself. You will be given the tools you need to create an action plan based on a detailed vision of your future and the legacy you want to leave behind.

PARTICIPANTS HAVE EVERYTHING TO GAIN

CLARITY

About Who You Are

Strategic Life Map™ Private Experience

A private one-on-one experience with Traci as your expert guide and coach. Get real-time feedback and insights and walk away with a fully formed action plan. Receive follow-up coaching to ensure execution.

CONFIDENCE

In What You Should Do

Strategic Life Map™ Academy Private Coaching & Online Course

Receive one-on-one coaching and personalized feedback while you create your Strategic Life Map. Set a schedule with your coach that fits your timeframe. Learn through personalized coaching, additional video teaching and workbook exercises.

CONNECTION

With Your Greater Purpose

Strategic Life Map™ Academy Online Course

Create your Strategic Life Map at your own pace and tailor your learning experience to fit your busy schedule. Access a comprehensive video curriculum and workbook exercises to create your Strategic Life Map.

"Traci and The Strategic Life Map curriculum provided a thoughtful, logical approach and process to help me build my life compass and apply it looking forward. I have a better appreciation of who I am and what makes me shine brightest, and I will apply it across many areas of my life going forward."

- ANDREW MAY, DIRECTOR SALES STRATEGY, PEPSICO