

# Keynote Description

**Keynote title:** S.O.C.K.S: (Spark Opportunities, Collaborate, & Keep Succeeding)

**Target audience:** : Business leaders, corporate teams, nonprofit directors, healthcare administrators, entrepreneurs, education leaders—anyone seeking to foster stronger partnerships and lasting impact.

**Duration:** 30-45 minutes

**Format:** Humorous, storytelling, Engaging

**Brief Description:** Keynote Description (30–45 min):

Every organization holds good intentions—but not all good intentions bear the fruit of true impact. In this heartfelt and humorous keynote, award-winning speaker and educator Leila Kubesch shares a simple but powerful story: how offering a well-meaning gift of warm clothes to a struggling seventh grader was misunderstood and rejected. From this humbling experience grew a deeper understanding of human dignity, agency, and the unseen gaps that often stand between what we offer and what is truly needed. Instead of withdrawing, Leila chose reflection and reimagination. Together with her team, she launched a solution that honored choice, voice, and respect—a school store where students could select items they truly valued. That simple shift ignited transformation across the entire community.

Weaving in vivid stories and gentle humor, Leila reveals the playful “S.O.C.K.S.”—the everyday excuses organizations cling to when meaningful collaboration feels too messy or uncertain. This keynote invites leaders across industries to rethink assumptions, nurture agency, and spark opportunities for deep, lasting partnerships—with employees, clients, and communities.

Rooted in timeless truths and delivered with authenticity, S.O.C.K.S. reminds us that the road to success is not paved by perfection, but by courage, humility, and a willingness to reach out again—and again—with heart.

**Learning Outcomes:**

1. The Power of Words:
2. Recognize how internal narratives and daily language shape organizational culture. Learn to reframe mindset to inspire teams, clients, and communities.
3. Lessons from Missteps:
4. Embrace reflection over perfection. Understand how courageous leadership grows from missteps and how small changes can ripple into wide-reaching impact.
5. Expanding Collaboration:
6. Discover strategies to build strong, sustainable partnerships that extend beyond the workplace. Learn to engage clients, colleagues, and communities as co-creators of success.



These are gifts to a select attendees