



# Trudy MacDonald

KEYNOTE SPEAKER

Trudy has worked extensively with Boards, leaders and leadership teams over the past 20 years and is a sought after coach to leaders across industries.

She is an experienced CEO, an established business leader and thought leader in the areas of strategy, people and culture. She specialises in empowering organisations to become great by maximising the performance and productivity of their people.

She is a multi-award-winning speaker having being honoured as “Speaker of the Year” - Australia and New Zealand in 2019, 2015 & 2014 and Best New Speaker in 2013 by the world’s largest CEO network – The Executive Connection (TEC). Trudy is a regular speaker to Leaders and Boards and regularly presents on the topics of strategy, high performance organisations and leadership at Industry Associations, Conferences and Corporate Events. Her career is founded on an education in Organisational Psychology and spans Australia, New Zealand, the USA and parts of Asia.

## CONFERENCE TOPIC:

### **Building a Sustainable High-Performance Team**

Part 1: The Changing Face of Leadership

- The current state of the talent market
- Future challenges and demands of leadership
- Practical tools for balancing accountability and empathy

Part 2: Financial & Non-Financial Reward for a High-Performance Culture

- Implementing an effective remuneration strategy
- Designing financial reward structures
- The role of non-financial reward

Part 3: Rethinking Future Owners and the Path to Partnership:

- Identifying high potentials and future Partners
- Leading our rock stars and super stars
- Evolving the path to partnership

The keynote presentation will be an interactive and dynamic workshop with group breakout discussions facilitated.

*Trudy MacDonald*

**Trudy MacDonald**  
**Founder and Managing Director**  
**TalentCode HR**