

Empowering professionals to build resilience, strengthen relationships, and own their outcomes through emotional intelligence.



# Lena Scullard

Lena Scullard is an energetic keynote speaker and expert in emotional intelligence, known for empowering professionals to own their mindset and choices for greater impact. With over 20 years in hospitality and leadership and a background in theater, Lena's dynamic style and "own your power to choose" philosophy inspire audiences to build resilience and drive positive change. Through interactive sessions packed with relatable insights, Lena fosters accountability, stronger relationships, and a ripple effect of results.

Trusted by organizations of all sizes and across industries.



Heather R.



Lena's presentation resonated with so many of our team members, thanks to her blend of relatable real-life experiences, humor, and professionalism.



Carrie T.



Lena kept the audience engaged and they loved that she involved the audience in her presentation.



Berty L.



Now this is a speaker to choose for any leadership, mentoring, mental resilience, or any topic for that matter.

Schedule a Call Now!

612.803.4512

www.conversion-omics.com



# Own Your Power to Choose



## Elements of Emotional Intelligence



**VSPA** Danielle Russ  
★★★★★

Lena's ability to blend insightful strategies with real-world applications was truly remarkable. She captivated the audience with practical, thought-provoking advice and shared invaluable leadership tools. Her energy, passion, and expertise shone throughout, making her sessions both informative and inspiring. If you have the opportunity to attend one of her presentations, don't hesitate—it's an experience that will leave you feeling motivated and empowered to lead with greater impact! Five stars all the way!

## Most Requested Topics



### Stitch It Up! A Mantra for Mental Resilience

Build resilience in the hard moments of life through awareness, acceptance, attitude, and accountability



### Mission Accomplished: Pursuing Purpose

Align mindset and daily actions with purpose to find fulfillment and achieve meaningful goals.



### iDEAL Interactions: Adapting to Differences

Understand and adapt to fundamental human differences for stronger communication and connection.



### Level Up Leadership: Elevating Engagement

Servant-leadership strategies to elevate engagement and foster high-performing teams.



### Chaos to Calm: Transforming Conflict with EQ

Emotional intelligence strategies to de-escalate conflicts and harness collaboration.

## Keynotes, Breakouts, and Workshops!

Book Lena Today!



612.803.4512

Lena Scullard presents...

# Stitch It Up!

## A Mantra for Mental Resilience

Build resilience in the hard moments of life through awareness, acceptance, attitude, and accountability.

### Program Summary

Stitch It Up! is a dynamic program that helps participants build mental resilience by applying the 4 mental stitches: Awareness, Acceptance, Attitude, and Accountability. This program empowers individuals to stretch the space between stimulus and response, overcome stress, and navigate challenges with confidence.

Combining insights from emotional intelligence, cognitive psychology, and neuroscience, Stitch It Up! offers practical tools for self-reflection and action. Participants learn to embrace self-awareness, accept what's within and outside their control, foster a positive mindset, and commit to intentional behaviors that create a ripple effect in their personal and professional lives.

By focusing on conscious choices, this program inspires individuals to take control of their mental fitness, strengthen relationships, and thrive in adversity.

### Program Reviews

"Inspiring and much needed! The method is relevant and timely for us all to practice."

"The Stitch It Up practice is one I work on daily and am finding this very helpful I also really liked the shift in thinking about how our past influences our present lense, and how to explore those triggers and the great discussions on self talk."

"Lena Scullard's presentation, specifically how to retrain your brain to what is actually important to you was so pertinent to me, and so well laid out that I actually DO feel that I can start to stretch the space, and stitch it up."

### Key Objectives & Outcomes

- Apply the 4 mental stitches to navigate stress, challenges, and adversity effectively.
- Cultivate self-awareness to enhance decision-making and personal growth.
- Develop strategies for accepting and managing what's within and outside of one's control.
- Recognize how attitudes and choices shape outcomes and relationships.
- Commit to actionable steps that foster mental fitness and emotional intelligence.



# Mission Accomplished

## The Pursuit of Purpose

Align your mindset and daily actions with purpose to find fulfillment and achieve meaningful goals.

### Program Summary

Mission Accomplished: The Pursuit of Purpose is a transformative program designed to help individuals align their actions with a clear purpose and meaningful goals. Many professionals struggle with chasing external markers of success, leading to burnout and disconnection from what truly matters. This program equips participants with a practical, 10-step framework to define their personal mission, evaluate values, and focus on small, intentional actions that create significant results.

By helping employees connect their daily efforts to a larger sense of purpose, organizations foster greater clarity, motivation, and resilience across their teams. Participants learn to set achievable goals, prioritize effectively, and cultivate mental clarity—all of which enhance productivity, collaboration, and engagement.

When individuals work with purpose, the ripple effect benefits the entire organization. Employees become more self-driven, aligned with organizational values, and equipped to handle challenges with confidence and accountability. Investing in Mission Accomplished empowers people to bring their best selves to work every day, contributing to a positive culture and improved outcomes.

### Program Reviews

“AMAZING!! We all have so much to offer. I will always strive to unlock dreams, little things, learn and go see, ideas to leading a life and achieving goals with purpose!”

“I would say that this is important for true self growth and the importance of perspective. This was evolutionary for corporate culture and personal growth.”

“Loved how Lena brought humor & made goals actually sound fun.”

“Such a great source of motivation to take a deep dive into finding your own true drive and passion in life.”

### Key Objectives & Outcomes

- **Clarity of Purpose:** Empower individuals to define a personal mission that aligns with their values and aspirations.
- **Goal Alignment:** Help participants connect their daily actions to meaningful goals for sustained progress.
- **Resilience and Focus:** Equip attendees with strategies to navigate challenges and maintain mental clarity.
- **Enhanced Productivity:** Foster intentional decision-making and prioritization to improve outcomes and efficiency.
- **Cultural Impact:** Create a ripple effect of purpose-driven behavior that strengthens team collaboration and organizational alignment.

# iDEAL Interactions

## Understanding and Adapting to Fundamental Human Differences

Understand and adapt to fundamental human differences for stronger communication and connection.

### Program Summary

iDEAL Interactions: Understanding and Adapting to Fundamental Human Differences is a program designed to help individuals build stronger relationships and improve communication by leveraging insights from human behavior and personality models. This program empowers participants to develop self-awareness, recognize others' perspectives, and adapt their communication styles to foster collaboration and trust.

For organizations, iDEAL Interactions provides a strategic advantage by reducing interpersonal conflict, enhancing teamwork, and creating a more inclusive and productive environment. Participants learn practical tools and strategies for navigating personality differences, which directly contribute to better problem-solving, improved employee satisfaction, and stronger client relationships. The program's actionable framework ensures immediate application, driving engagement and long-term cultural improvement. Investing in iDEAL Interactions supports a workforce that communicates effectively, collaborates seamlessly, and achieves results together.

### Program Reviews

“Engaging and informative! I gained an understanding of the different personality types and how to improve communication, decision making, goal achievement, and culture by understanding and respecting the different personality types.”

“Very informative and loved how she teaches to be fluid and not just fall or pit someone in one quadrant.”

“Great guidance and reminder in how to communicate outside our own personality types.”

“Very engaging! I liked how interactive it was, and Lena presented great tools to help with empathy in our interactions.”

### Key Objectives & Outcomes

- **Enhance Self-Awareness:** Empower participants to recognize their own communication styles, preferences, and strengths to improve their interpersonal interactions.
- **Foster Adaptability:** Equip individuals with practical strategies to adapt their approach to better align with others' behaviors and needs.
- **Improve Communication Skills:** Develop assertive communication techniques that balance courage and compassion to build trust and understanding.
- **Strengthen Collaboration:** Reduce conflict and enhance teamwork by leveraging diverse perspectives and creating a more cohesive environment.
- **Build Inclusive Relationships:** Cultivate mutual respect and appreciation for differences, leading to stronger professional and personal connections.

# Level Up Leadership

## Servant-Led Strategies for Elevating Engagement

Understand and adapt to fundamental human differences for stronger communication and connection.

### Program Summary

Level Up Leadership equips leaders with the mindset and tools to foster trust, motivate teams, and drive meaningful results. By shifting from traditional, title-driven leadership to a servant-leadership approach, participants learn to prioritize people over processes, address fundamental human needs, and build authentic connections.

This program helps leaders uncover what motivates their teams, create a culture of trust, and empower individuals to take ownership of their growth and contributions. Through self-reflection, meaningful conversations, and intentional action, Level Up Leadership transforms how leaders inspire, engage, and achieve outcomes. Investing in this program fosters a workplace culture where employees feel valued and motivated, leading to higher engagement, productivity, and team cohesion.

### Program Reviews

“Lena gave great insight on how to ensure our employees are getting what they need from their leaders to be successful.”

“Lena was engaging and shared simple tactics to keep leaders in line to level up as an engaging and valued leader.”

“Engaging speaker who reminds us how to be the leader we always loved or hoped for.”

“This is a presentation that all leaders need to see.”

### Key Objectives & Outcomes

- Develop a servant-leadership mindset that prioritizes people over processes to build trust and engagement.
- Equip leaders with tools to uncover and address individual needs, fostering motivation and performance.
- Strengthen relationships through authentic connection and meaningful conversations.
- Inspire a culture of collaboration and empowerment, where individuals and teams excel.
- Create a ripple effect where leaders and teams continually level up their engagement and contributions.

# Chaos to Calm

## Transforming Conflict with Emotional Intelligence

Emotional intelligence strategies to de-escalate conflict and harness collaboration.

### Program Summary

Chaos to Calm: Transforming Conflict with Emotional Intelligence equips individuals with the tools and strategies needed to de-escalate conflicts and create positive outcomes. By leveraging emotional intelligence, participants learn to recognize and manage their emotions, empathize with others, and respond intentionally during high-stress interactions. This program emphasizes practical techniques, such as the H.E.A.L. framework and self-regulation drills, to help professionals remain composed and effective in challenging situations.

For organizations, Chaos to Calm delivers a tangible return on investment by reducing workplace tension, improving customer and colleague relationships, and fostering a resilient, emotionally intelligent workforce. Participants leave with actionable skills that enhance communication, build trust, and promote a calmer, more collaborative work environment.

### Program Reviews

“Great speaker with great energy! Lena did a great job with our group. She had great talking points and was able to keep everyone engaged throughout the entire time. Lena not only brought the energy but had great information to back it up. 10/10 would recommend for your next event.”

“Easy to understand and comprehend. I will continue to make choices that positively impact myself and others.”

“I learned how to better handle hostile situations.”

### Key Objectives & Outcomes

- Develop self-awareness to identify and regulate emotional triggers during conflicts.
- Master practical self-regulation techniques to maintain composure under pressure.
- Cultivate empathy to better understand and address the emotional needs of others.
- Implement de-escalation strategies, including the H.E.A.L. framework, to resolve conflicts constructively.
- Adopt post-conflict recovery rituals to reduce stress, reflect, and improve resilience.





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**"Everyone at some point in their life experiences feelings of being stuck, stressed, or wanting something different. I've been there. My goal is to help others see new opportunities and take ownership of their choices, so they can get better results."**

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about

## *Lena Scullard*

pronounced: lee-nah skull-rd

Lena Scullard is a top-rated keynote speaker, facilitator, and consultant who specializes in emotional intelligence and helping professionals confidently take ownership of their mindset and choices to create meaningful results. With over 20 years of experience in hospitality and leadership, and more than a decade in corporate training, Lena has dedicated her career to empowering individuals and teams to unlock resilience, purpose, and impact. Known for her unique ability to connect with audiences, Lena blends engaging stories, relatable insights, and interactive elements that encourage participants to embrace personal accountability and act with intention, especially under the pressure of stress and emotional moments. Through her “own your power to choose” philosophy, she challenges people to shift their mindset and take control of their actions to foster stronger relationships, inspire growth, and drive positive change.

Throughout Lena’s professional journey, she has designed and delivered custom programs for a variety of clients and facilitated renowned programs from FranklinCovey, The Pacific Institute, Achieve Forum, and DiSC. In addition to her education, with degrees in Theater and English Literature, she holds multiple certifications in facilitation and design, which shape her dynamic, audience-centered presentations. Lena is also active as a volunteer on the programming team for TCSHRM, where she helps lead efforts to provide a variety of impactful learning opportunities for HR professionals, fostering growth and development within a field she is passionate about.

Originally from rural Minnesota, Lena’s resilience journey began early, learning strength and grit after a Type 1 Diabetes diagnosis at age eight—a challenge that fueled her lifelong passion for growth, empathy, and embracing the many experiences of life. Among her proud accomplishments, she is a winner of two karaoke contests and several local poker tournaments. When she’s not inspiring audiences or consulting with clients, Lena can be found seeking new experiences and adventure, reeling in a catch on a fishing trip, camping under the stars, or zooming down scenic back roads on the back of her husband Don’s motorcycle. An active participant in community theater, Lena brings her flair for storytelling and performance to each presentation, authentically connecting with her audience. Whether she’s speaking, teaching, or cheering on the Minnesota Vikings with a spirited SKOL, Lena’s zest for life shines through. She is excited to help your organization harness the power of emotional intelligence and empower individuals to own their power to choose—creating a ripple effect of confidence, resilience, and positive change.