

IN-PERSON AND VIRTUAL SPEAKING | AVAILABLE FOR TRAVEL FROM LOS ANGELES, CA
Check availability by [setting a free consultation](#) or directly emailing coach@gretchenhydo.com



Gretchen Hydo

Transformational Leadership, Professional Growth & Motivational Speaker

The Coach Approach to Leadership: Helping Leaders Think, Communicate, and Lead at the Next Level

Speaker Bio

Gretchen Hydo is a Master Certified Coach, keynote speaker, and executive strategist trusted by leaders and organizations to elevate influence, shift culture, and deliver real results. Known for her direct, no-fluff approach, she created the ACT Method, Awareness, Choice, Transformation, to help high achievers move beyond default patterns and into intentional leadership.

Widely recognized for her Coach Approach to Leadership, Gretchen teaches leaders how to think, communicate, and develop people at the next level. She is the award-winning author of *Break Free from Your Dirty Little Secrets* and creator of the BOLD program, a transformational experience that challenges high performers to lead with confidence, clarity, and impact. Frequently featured in outlets like *Fast Company* and the *Chicago Tribune*, and considered one of Los Angeles' top coaches, Gretchen is here to challenge how you think about leadership and what's possible when you fully step into it.

Headshots & Photos for Event Marketing

[Download my headshot and other brand photos here](#)

Topics (Most Requested)

- Lead Like a Woman: The New Rules of Power, Presence & Promotion
- Own Your Image: Building and Elevating Your Personal Brand

IN-PERSON AND VIRTUAL SPEAKING | AVAILABLE FOR TRAVEL FROM LOS ANGELES, CA
Check availability by [setting a free consultation](#) or directly emailing coach@gretchenhydo.com

- The 7-Second Advantage Every Professional Needs
- The High-Trust Team Blueprint: Clear Expectations, Better Results
- Stop Managing, Start Coaching: The Real Skill Your Leaders Are Missing
- Keeping Her in the Game: Helping High-Achieving Women Stay, Lead & Thrive
- Bridging the Gap: The Missing Piece Between Coaching Skill and Business Success

Additional programs and custom sessions available upon request.

Testimonials from Event Organizers

“Gretchen Hydo is a dynamic speaker and coach. The 250 women leaders resonated with her message, and she received the highest marks on our assessment survey, 98% strongly agreed that her presentation was beneficial and relevant. As the keynote at our women’s leadership conference, her energy was contagious and set an inspiring tone for the entire event. Her use of humor and wit kept the audience engaged and created a relaxed atmosphere. I was struck by how timely her message was, addressing the specific challenges women leaders are facing right now. I walked away with several actionable strategies I’m excited to implement. Simply put, Gretchen is inspiring and empowering. Might I add, she received a standing ovation!”

- California State University, Fullerton

“Working with Gretchen has been a true pleasure and a tremendous benefit, not only for me, but for the groups of women she has supported at my organization. Gretchen is a natural coach, speaker, presenter, and guide, and her perspective is unparalleled.”

- Maribel H., HR Director, Universal Music

Featured Press & Appearances

- [KTLA Morning News](#), Featured guest discussing personal transformation, leadership, and her 10-Stage Secret-Breaking System.
- [Breakthrough Author Magazine](#), Monthly contributing author on leadership, communication, and personal development.
- The Orange County Register from Cal State Fullerton, [CSUF hosts a day of leadership-building for women](#)
- Juliet Clark Podcast, Unlocking Revenue Growth: [Elevate Your Coaching Business](#)
- [The Sea Captain Leadership Podcast](#), “Sales Tips from the Coaches Coach with Gretchen Hydo”
- [BookFest Award Winner](#), Gretchen’s book *Break Free From Your Dirty Little Secrets* earned double first-place awards in the Self-Help categories at The BookFest Awards.

LEADERSHIP & ORGANIZATIONAL PERFORMANCE

Stop Managing, Start Coaching: The Real Skill Your Leaders Are Missing

Type of Talk: Leadership Skills Training or Manager-as-Coach Workshop

Standard Length: 50 minutes + 10 min Q&A

Most executives are promoted because they deliver results, not because they know how to develop people. But as teams grow and organizations scale, the true differentiator isn't what a leader can do, it's who they can develop. Too many leaders are still managing when they should be coaching. According to a 2023 McKinsey study, companies with strong coaching cultures see 39% stronger engagement and 46% better performance outcomes, yet fewer than 35% of executives feel confident in their ability to coach. Why? Because coaching isn't instinctual. It's a skill and most leaders were never taught how.

This session gives executives the tools to make that shift. They'll learn how to coach in real time, empower others to lead, and create a culture of ownership that scales. Whether they're facing stalled development, burnout, or a bench that's not ready to step up, this talk offers a proven framework to stop managing tasks and start building leaders.

- Understand why coaching, not managing, is the most scalable leadership strategy
- Use a practical coaching framework to lead more strategic, empowering conversations
- Leverage high-impact questions to drive ownership and accountability
- Replace leadership habits that limit growth with those that build autonomy
- Apply a proven playbook to unlock leadership potential across your organization

The High-Trust Team Blueprint: Clear Expectations, Better Results

Type of Talk: Team Engagement Workshop or Culture-Building Keynote

Standard Length: 50 minutes + 10 min Q&A

Your team's biggest breakdown isn't about talent or effort, it's about what's left unsaid. Unspoken expectations. Unclear roles. Misaligned outcomes. These silent disruptors erode trust, disengage top talent, and quietly derail performance. According to McKinsey, 97% of employees and executives agree that a lack of alignment directly impacts project success, and Gartner reports that 70% of teams feel unclear on how their work supports organizational goals. When misalignment festers beneath the surface, it fuels frustration, creates confusion, and ultimately undermines results.

This no-fluff session gets to the point: what breaks teams and what actually builds them. You'll learn how to dismantle the toxic culture of assumption, replace it with a structure of intentional agreements, and reconnect your team to a shared purpose that drives performance. This talk will shift how your team communicates, collaborates, and delivers, together.

IN-PERSON AND VIRTUAL SPEAKING | AVAILABLE FOR TRAVEL FROM LOS ANGELES, CA
Check availability by [setting a free consultation](#) or directly emailing coach@gretchenhydo.com

- Uncover the hidden expectations silently fracturing your team's culture
- Turn assumptions into clear, intentional agreements
- Define your team's core purpose and align every role to it
- Strengthen trust and ownership by replacing ambiguity with actionable clarity
- Implement a framework for team cohesion, accountability, and high performance

The People Puzzle: Cracking the Code on Team Communication with DISC

***Type of Talk:** Communication Workshop or Team Alignment Training*

***Standard Length:** 50 minutes + 10 min Q&A*

The biggest performance threat isn't lack of skill, it's miscommunication. Even high-performing teams struggle when they don't understand each other. Tension builds. Collaboration breaks down. And results suffer. Without a shared language, communication issues go unresolved, creating friction that drains energy, trust, and productivity.

DISC offers more than insight, it offers a strategic solution. This tool gives your team a clear framework to understand themselves and others, communicate across styles, and work with more clarity, empathy, and accountability. And the stakes are high: 89% of hiring failures stem from attitude and communication problems, not technical skills. Miscommunication costs companies an average of \$62.4 million annually. Teams with high emotional intelligence outperform others by 20%. This training helps your people spot friction before it becomes failure, making it not just helpful, but essential.

- Understand their DISC communication profile and how it impacts team dynamics
- Learn to decode teammates' styles and flex your approach for clarity and connection
- Identify patterns that cause unnecessary friction and how to shift them
- Walk away with a shared language for collaboration, trust, and performance

Fix the Team Before It Fails: The Real Reason Your People Can't Work Together

***Type of Talk:** Team Alignment Workshop or Culture & Communication Keynote*

***Standard Length:** 50 minutes + 10 min Q&A*

When teams struggle, it's rarely about talent or strategy, it's about misalignment between people. Most workplace conflict (up to 80%) stems from personality clashes, not policies. It shows up in tension-filled meetings, misread emails, and top performers quietly disengaging. These breakdowns erode trust, drain morale, and stall momentum. Without a shared understanding of communication styles, even high-performing teams can find themselves stuck in conflict instead of collaboration.

DISC changes that. It's not just a personality tool, it's a strategic framework for reducing friction and improving collaboration. By helping individuals understand their own style and how to flex for others, DISC equips teams to build trust, defuse tension, and deliver results.

Teams that use DISC report 58% better collaboration and 76% higher engagement. If you want people to work better together, don't change the people, change the way they understand each other.

- Identify your DISC style and how it affects your communication and decision-making.
- Learn to recognize other styles and what energizes or shuts them down.
- Discover how personality differences fuel team conflict (and how to solve it).
- Gain actionable tools to reduce friction and increase collaboration.
- Leave with a shared language to boost productivity, engagement, and team morale.

The 7-Second Advantage Every Professional Needs

Type of Talk: Communication Skills Training or High-Impact Breakout Session

Standard Length: 50 minutes + 10 min Q&A

Every day, professionals are asked, "So, what do you do?" and most waste the moment. Research shows you have just 7 seconds to make a first impression, yet too often the response is vague, uninspiring, or forgettable. The result? Missed promotions, stalled careers, overlooked leadership potential, and lost business opportunities.

This high-impact workshop equips professionals with the tools to turn that everyday question into a career-defining opportunity. Using the art of storytelling, participants will learn how to communicate their value with clarity, confidence, and credibility, whether they're networking, pitching ideas, interviewing, or representing their company.

- Understand the business cost of weak first impressions and generic responses
- Learn a proven framework to transform "So, what do you do?" into a powerful positioning statement
- Master the four elements of storytelling that build instant trust and influence
- Practice in real time to ensure responses feel natural, polished, and memorable
- Leave with ready-to-use stories and pitches to elevate their brand in high-stakes conversations

From Stuck to Standout: How to Unlock Your Professional Potential

Type of Talk: Motivational Keynote or Career Growth Workshop

Standard Length: 50 minutes + 10 min Q&A

Seventy-six percent of professionals report feeling trapped by expectations at work, rules about how to lead, communicate, and succeed that were written by someone else. The result? Missed opportunities, diminished confidence, and careers that plateau long before they should. The truth is, unwritten rules quietly shape behavior in ways that keep even the most talented leaders from stepping into their full potential. When professionals stay stuck in

outdated norms, they play small, silence their ideas, and leave influence, and income, on the table.

In today's fast-changing workplace, success requires more than skill. It requires the courage to examine the rules you've been living by, update your personal rulebook, and write new ones that fuel innovation, confidence, and impact. Professionals who do this consistently outperform their peers in leadership, creativity, and career growth.

- Identify and release expectations that undermine growth
- Redefine success on their terms while driving measurable results
- Build confidence and presence that commands attention
- Write a new professional rulebook that supports lasting momentum and fulfillment

Creating the Fresh Look of Confidence

Type of Talk: Confidence-Building Keynote or Mindset Workshop

Standard Length: 50 minutes + 10 min Q&A

True confidence isn't about how you look, it's about how you lead yourself from the inside out. In workplaces where expectations are high and visibility is constant, many professionals polish their external image while quietly battling internal doubt. But confidence built on performance alone is fragile. Real confidence comes from an internal foundation of clarity, self-trust, and mindset discipline.

This session helps participants strengthen their internal posture as much as their external one. Through guided exercises and practical tools, they'll uncover the beliefs shaping their self-perception, learn to reframe negative thinking, and build the mental fitness required to show up with calm, conviction, and authenticity. When you own your worth, your presence changes and so do your results.

- Identify internal narratives that erode confidence and replace them with empowering beliefs.
- Learn how to shift from performance-based confidence to self-trust-based confidence.
- Understand the link between mindset, emotional regulation, and executive presence.
- Develop daily practices to strengthen focus, resilience, and self-assurance.
- Leave with tools to lead conversations, meetings, and teams from grounded authority.

Unlock Your Professional Potential: Break Free from the Beliefs That Hold You Back

Type of Talk: Mindset Mastery Keynote or Empowerment Workshop

Standard Length: 50 minutes + 10 min Q&A

Even the most talented professionals can unknowingly sabotage their success through internal narratives that no longer serve them; quiet stories like "I'm not ready," "I don't

deserve it,” or “They’ll see through me.” These beliefs often operate below the surface, shaping how leaders communicate, make decisions, and take risks. Until they’re brought to light, they cap potential and erode confidence.

In this session, participants will identify the unconscious patterns that influence their performance and reframe them into empowering perspectives that support growth, clarity, and influence. Through reflective exercises and practical tools, they’ll learn how to quiet the inner critic, own their expertise, and step fully into the opportunities they’ve already earned.

- Recognize internal narratives and belief systems that limit confidence and performance.
- Understand how mindset impacts leadership, communication, and strategic decision making.
- Learn to identify and reframe self defeating thoughts into forward focused perspectives.
- Build tools for self awareness and emotional regulation under pressure.
- Leave with a framework for continued growth and self leadership beyond the session.

WOMEN, POWER & LEADERSHIP

Lead Like a Woman: The New Rules of Power, Presence and Promotion

Type of Talk: Women’s Leadership Keynote or Executive Development Session

Standard Length: 50 minutes + 10 min Q&A

The leadership system wasn’t built for women, but women have been outsmarting it for decades. The problem? Most are still navigating unspoken rules: be likable but strong, confident but not “too much,” or accountable for outcomes but invisible in credit. According to McKinsey’s 2024 Women in the Workplace report, only 29% of C-suite roles are held by women, and for every 100 men promoted into management, only 87 women, just 70 women of color, are promoted. Burnout is rising, retention is falling, and the pipeline to senior leadership is lacking female talent.

This presentation is not about breaking rules for rebellion’s sake, it’s about redefining leadership on your terms. Designed for high-achieving women who are ready for what’s next, this session equips participants with a bold framework to lead with power, not permission. Combining the latest research with personal stories and proven strategies, attendees will challenge outdated expectations, reset limiting narratives, and design a personal leadership model that’s sustainable, strategic, and unapologetically effective.

- Reveal the core fear silently driving overperformance and burnout in high-achieving women
- Identify the limiting narratives, labels, and leadership habits holding women back
- Interrupt unconscious bias with real-world tools that create
- Build authentic executive presence without sacrificing approachability or authority
- Create a personalized roadmap to lead with clarity, confidence, and impact

Own Your Image: Building and Elevating Your Personal Brand

Type of Talk: Empowering Keynote or Professional Development Workshop

Standard Length: 50 minutes + 10 min Q&A (1 hour)

Your personal brand is more than your job title or resume. It's the sum of how you communicate, lead meetings, contribute in high-stakes conversations, write emails, show up online and how others feel when you walk into a room. In high-performance environments, perception shapes opportunity. According to LinkedIn, 82% of hiring managers say a strong personal brand directly influences who they promote. Yet most professionals spend their careers hoping their work will speak for itself, while their visibility, influence, and upward mobility stagnate.

This high-impact session gives participants a real-time audit of their current brand, helps them clarify the image they want to project, and guides them to create a bold, next-level Power Statement. They'll leave with practical tools they can use immediately to show up with intention, in meetings, performance reviews, networking, and leadership opportunities.

- Audit their current brand by identifying the signals they send through communication, presence, and interactions.
- Clarify the brand they want to project and align it with their professional goals.
- Craft a bold Power Statement that communicates their unique value with confidence and clarity.
- Apply practical tools immediately to show up with intention in meetings, performance reviews, networking, and leadership opportunities.
- Strengthen visibility and influence in ways that create upward mobility and lasting impact.

Keeping Her in the Game: Helping High- Achieving Women Stay, Lead, and Thrive

Type of Talk: Women's Retention & Leadership Keynote

Standard Length: 50 minutes + 10 min Q&A

Your top female talent is burning out, and no one's talking about it. According to McKinsey, 66% of women in leadership roles report feeling burned out, and 43% say their success feels meaningless. Behind the drive,

polish, and high performance are women who are disconnected from themselves and quietly questioning: Is this really it?

This keynote is a wake-up call for organizations serious about retaining, developing, and empowering their women leaders. Through a proprietary framework, participants will

confront the outdated conditioning that stifles confidence, fuels overwork and leads to silent exits. They'll walk away with renewed clarity, ownership of their leadership identity, and actionable tools to lead from a place of power, not performance.

- Expose the unconscious beliefs driving burnout, perfectionism, and overperformance
- Identify the unseen pressures that lead high-achieving women to disengage or exit
- Empower women to lead with clarity, confidence, and authentic presence
- Build executive presence without compromising identity
- Redefine success to support sustainable, purpose-driven leadership

Success Isn't the Whole Story: How High-Achieving Women Create a Life Worth Living

Type of Talk: Women's Empowerment Keynote or Leadership Retreat Session

Standard Length: 50 minutes + 10 min Q&A

You built the life. Hit the milestones. Checked all the boxes. And still, something inside feels off. According to McKinsey, 66% of women in leadership report burnout, and nearly half say their success doesn't feel fulfilling. Behind the success is a quiet question too many women are afraid to ask out loud: What if I want more?

This presentation is for the woman who looks successful on the outside and who's checked every box but lost touch with her true identity along the way. Through unfiltered storytelling and the Break Free to BOLD framework, a 10-stage process for shedding outdated roles, rewriting self-sabotaging stories, and reconnecting with your truth.

- Reveal the beliefs and behaviors that fuel performance over fulfillment.
- Identify the internalized rules that no longer serve the next version of your life.
- Reclaim core values, authentic voice, and a renewed sense of self.
- Interrupt the cycle of burnout and self-betrayal.
- Redesign life to reflect power, not just productivity.

Key Ways to Make the Rules to Live BOLD: Define Your Legacy, Choose What's Yours, and Thrive

Type of Talk: Transformational Keynote or Women's Leadership Workshop

Standard Length: 50 minutes + 10 min Q&A

From childhood, women are taught unspoken rules: be good, be nice, don't make waves. Over time, those rules become internalized, shaping our choices, silencing our intuition, and dimming our power. But every rule that once kept us safe eventually keeps us small. Living BOLD means examining the inherited narratives that drive our behavior and consciously deciding which ones still serve us and which need to go.

IN-PERSON AND VIRTUAL SPEAKING | AVAILABLE FOR TRAVEL FROM LOS ANGELES, CA
Check availability by [setting a free consultation](#) or directly emailing coach@gretchenhydo.com

In this session, participants will uncover the hidden rules that have influenced their identity, career, and confidence. Through reflection and discussion, they'll learn how to rewrite those rules to align with their values, strengths, and truth. The result? A more authentic, powerful presence at work, at home, and in every area of life.

- Identify the cultural, familial, and professional rules that shape your behavior.
- Recognize how inherited beliefs limit self-expression, leadership, and fulfillment.
- Define personal values and priorities as the foundation for living and leading BOLD.
- Understand how breaking the right rules leads to confidence, clarity, and peace.
- Begin designing a set of new “rules” that support your power, purpose, and authenticity.

Leading With Your Ugly: Creating a Culture of Honesty and Humanity at Work

Type of Talk: Culture & Authentic Leadership Keynote

Standard Length: 50 minutes + 10 min Q&A

Authentic leadership doesn't come from perfection, it comes from honesty. Yet many women in leadership spend enormous energy trying to appear composed, competent, and unshakable. We hide our fears, mistakes, and emotions behind professional polish, believing vulnerability will make us look weak. In reality, it's the opposite. When leaders are willing to show up fully, including the messy, imperfect, and “ugly” parts, they create psychological safety, deepen trust, and model the kind of courage that sparks transformation across their teams.

In this session, participants will explore how embracing vulnerability strengthens leadership presence, connection, and resilience. Through stories, reflection, and practical exercises, leaders will learn how to turn perceived flaws into powerful tools for influence and authenticity, leading teams that perform better because they feel safe to be real.

- Understand how authenticity and vulnerability build trust, motivation, and engagement.
- Identify the personal stories or “ugly truths” that have shaped your leadership style.
- Learn how to use transparency strategically, leading with honesty, not oversharing.
- Explore how to create psychological safety that encourages openness and accountability.
- Practice communication tools for balancing authority with humanity.

COACHING MASTERY & BUSINESS GROWTH

Bridging the Gap: The Missing Piece Between Coaching Skill and Business Success

Type of Talk: Coaching Business Development Keynote

Standard Length: 50 minutes + 10 min Q&A

Each year, over 71,000 coaches complete certification programs worldwide (ICF Global Coaching Study, 2023), equipped with the skills to help others transform. But most are never taught how to turn their training into a profitable business. According to iPEC, over 80% of coaches never earn a full-time income, and many make less than \$10,000 a year. The reason? They've been trained in the art of coaching but not the business of it. Without a proven client creation process, confident pricing, and the ability to enroll clients, even highly trained coaches stay stuck in self-doubt, undercharging, or quietly giving up.

This session delivers the real-world strategy coaches need to finally turn their skill set into a sustainable, scalable business. Attendees will learn how to lead powerful enrollment conversations, handle objections with confidence, and create a pricing and outreach rhythm that actually leads to paying clients. Whether you're newly certified or years in but still under-earning, this talk will break down what's missing from most coaching programs and replace it with a system that works. If you're tired of hustling, guessing, and hoping clients find you, this session will show you how to take control of your business and build it with intention.

- Learn a simple, repeatable process to consistently enroll paying clients
- Price your coaching with confidence and charge what you're worth
- Handle objections without sounding salesy or backing down
- Build a business foundation that supports growth, not burnout

The Art of Enrollment: Coaching Conversations That Convert

Type of Talk: Coaching Business Keynote or Enrollment Skills Workshop

Standard Length: 50 minutes + 10 min Q&A

Coaching school teaches you how to coach, but not how to create clients. That's where most coaches get stuck. Enrollment isn't about selling; it's about connection. Successful connection calls don't just happen, they're intentionally created through preparation, presence, and real value.

In this session, you'll learn a proven framework for leading enrollment conversations that feel natural, professional, and service-driven. You'll discover how to prepare before the call by researching and understanding your potential client, how to guide the call with curiosity and reflective listening, and how to create genuine value by offering a coaching experience that helps them see what's possible. You'll also learn how to talk about money and structure with confidence and integrity, and how to establish clear client requirements that position you as a trusted professional. When you know how to prepare, connect, and communicate with purpose, you stop chasing clients and start creating them.

- A complete framework for preparing, leading, and following up on connection calls.
- How to build trust and credibility through authentic connection and deep listening.
- How to provide a free coaching experience that creates insight and value.
- How to discuss pricing and structure with professionalism and ease.
- The client requirements that elevate your credibility and set clear expectations.

How to Price, Package, and Position Your Coaching for Corporate Clients

Type of Talk: *Business Development Training or Corporate Coaching Masterclass*

Standard Length: *50 minutes + 10 min Q&A*

Each year, over 71,000 coaches complete certification programs worldwide (ICF Global Coaching Study, 2023), but most never learn how to turn their training into a profitable business, especially when it comes to working with organizations. The gap is huge: while individual clients often pay out-of-pocket and seek personal transformation, corporate buyers invest in leadership development, measurable outcomes, and scalable solutions.

The challenge? Most coaches use the same pricing and packaging strategies for both, which leaves them undercharging, undervalued, or completely overlooked by organizations that have the budget and need for coaching. Without a clear system for positioning their services to corporate decision-makers, even highly skilled coaches struggle to break in.

This session gives you the cure. You'll learn how to confidently price your coaching for organizational contracts, package your services to align with corporate priorities, and position yourself as the solution HR, executives, and team leaders are already looking for. Whether you're currently coaching individuals and want to expand into corporate work, or you're trying to land your first organizational contract, you'll walk away with a roadmap to move beyond "life coach" pricing and into the world of high-value corporate engagements.

- The difference between individual vs. corporate coaching clients and why the same approach won't work for both.
- How to package coaching services for organizations (think leadership development, team programs, and measurable outcomes).
- Proven strategies to confidently discuss and negotiate fees with corporate decision-makers.