KRISTI STRAW

MBA

KEYNOTE SPEAKER
& EXECUTIVE STRATEGIST



From Banker to Market Maker

Human judgment.
Commercial possibility.
A next move that matters.

SPEAKER KIT / NOVEMBER 2026

Lighthouse Leadership Consultants™ • Charlotte, NC

KRISTI STRAW, MBA

MEET KRISTI

Expertise that moves the room forward.

Kristi Straw, MBA, is a keynote speaker, executive strategist, and founder and CEO of Lighthouse Leadership Consultants™. Her path from banking leadership to market maker shapes her work with executives, founders, and teams. She brings more than two decades of experience in financial services, sales, leadership, and business-building to conversations about trust, human judgment, and commercial opportunity.

Kristi is the creator of Authentic Authority™, author of UNICORN Leader™, and host of The Last Straw™ podcast. Her speaking connects the insight people recognize in the room to a practical next move they can make afterward.

THE EXPERIENCE

Candor, live interaction, and practical application. Kristi connects leadership and commercial questions to the conversations, decisions, and actions an audience can own.

SELECTED ENGAGEMENTS AND APPEARANCES

NC TECH Summit • Langley Federal Credit Union • Women in Sales • Austin Tech Week • UNC Charlotte graduate entrepreneurship programming

WAYS TO WORK TOGETHER

Keynote • Keynote with facilitated dialogue • Leadership workshop • Executive working session

BOOK KRISTI

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KEYNOTES AND WORKSHOPS

Choose the conversation.

Four signature keynotes. One focused leadership workshop.

01 Authentic Authority™

Build trust. Communicate clearly. Carry influence.

02 There’s No App for That!

Human Leadership, Trust, and Decision-Making in the Age of AI

03 From Banker to Market Maker

Turn expertise and relationships into commercial opportunity

04 Put Risk on the Calendar

Turn the next brave move into something you actually do

05 UNICORN Leader™

A book-based workshop on human leadership and accountability

UNICORN Leader™ is offered as a book-based workshop. Keynote length and interactive elements are tailored in the engagement scope.

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SIGNATURE KEYNOTE 1

Authentic Authority™

Build trust. Communicate clearly. Carry influence.

Your title can put you in the room. What you do next determines whether people trust you. Kristi gives audiences a practical language for how they create trust, what changes under pressure, and how to communicate when the conversation matters.

AUDIENCES LEAVE READY TO

01 Recognize your natural trust contribution and the pressure patterns that can get in its way.

02 Adapt your communication across different leadership styles without losing your voice.

03 Apply your insight to one real conversation, decision, or clear ask.

BEST FIT

Leadership conferences, executive teams, association members, and client-facing professionals.

IN THE ROOM

Five archetypes make the experience personal: Strategist, Anchor, Visionary, Architect, and Catalyst. Workshop delivery includes the live assessment and practical application. Keynote assessment timing is agreed during planning.

> What do people need from you to trust the next move?

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SIGNATURE KEYNOTE 2

There’s No App for That!

Human Leadership, Trust, and Decision-Making in the Age of AI

AI can accelerate the work. Leaders still have to decide what matters, who owns the outcome, and whether people trust the direction. Kristi examines the human decisions underneath adoption and gives the room a practical way to move from more output to better judgment.

AUDIENCES LEAVE READY TO

01 Identify the decisions that still require human judgment and accountability.

02 Name where unclear ownership or weak communication is slowing adoption.

03 Choose a next action with a decision owner and evidence of progress.

BEST FIT

Technology conferences, executive teams, HR leaders, and organizations adopting AI.

IN THE ROOM

Audience reflection and discussion connect AI adoption to the decisions leaders already face. Participants examine a real decision, clarify who owns it, and identify the evidence needed to move forward.

> When intelligence is everywhere, who owns the judgment?

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SIGNATURE KEYNOTE 3

From Banker to Market Maker

Turn expertise and relationships into commercial opportunity

Valuable experience does not automatically become a clear offer or a paid opportunity. Drawing on her banking career and the business she built, Kristi shows audiences how to see the commercial value in what they know, connect it to a buyer problem, and move a useful relationship toward a specific next step.

AUDIENCES LEAVE READY TO

01 Connect your expertise to a problem a buyer is motivated to solve.

02 Recognize the difference between a promising connection and a commercial opportunity.

03 Make a clear ask and define the follow-through that moves the conversation forward.

BEST FIT

Founders, financial services leaders, sales teams, professional associations, and expertise-led businesses.

IN THE ROOM

Real-world examples and a practical opportunity exercise help participants identify what they can offer, who needs it, and the next conversation to have.

> What could your expertise become, and who would pay for it?

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SIGNATURE KEYNOTE 4

Put Risk on the Calendar

Turn the next brave move into something you actually do

The conversation you keep rehearsing. The introduction you keep postponing. The idea you keep waiting to feel ready for. Kristi explores how avoidance keeps people working with assumptions and how a deliberate, manageable action can give them information they can use.

AUDIENCES LEAVE READY TO

01 Recognize one place where waiting has become a habit.

02 Choose a proportionate action that tests an assumption instead of requiring certainty.

03 Put the action on the calendar and decide what you will learn from it.

BEST FIT

Leadership conferences, founder communities, women’s leadership events, and teams facing change.

IN THE ROOM

Storytelling, reflection, and a concrete commitment turn a personal insight into a dated next move. The experience can serve as an opening keynote or an action-focused closing session.

> Avoidance gives you a story. Action gives you information.

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BOOK-BASED LEADERSHIP WORKSHOP

UNICORN Leader™

A book-based workshop on human leadership and accountability

Leadership gets harder when every decision comes back to you. This facilitated workshop brings Kristi’s book-based leadership work into the conversations managers face: giving clear direction, setting expectations, sharing ownership, and holding people accountable with care.

AUDIENCES LEAVE READY TO

01 Identify a leadership habit that is making ownership less clear.

02 Practice a difficult conversation with clearer expectations and accountability.

03 Choose one visible behavior to apply with your team after the session.

BEST FIT

Leadership development cohorts, people managers, emerging leaders, and intact teams.

IN THE ROOM

Facilitated discussion, practical scenarios, and personal application. Workshop length, book quantities, and any follow-up are agreed in the scope. Books are quoted separately unless expressly included.

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EXPERIENCE AND CLIENT PERSPECTIVE

The work.
The response.

BRC CPE SYMPOSIUM

“Our audience of CPAs and finance leaders is notoriously quiet. Kristi had them engaged and reflective from the very beginning. We heard glowing feedback all day.”

Laura Ward, CPA | BRC CPE Symposium

AUSTIN WOMEN IN TECHNOLOGY

“We got great feedback on Kristi’s session. Highly engaged audience and lots of energy in the room.”

Emily Gupton | President, Austin Women in Technology
Organizer feedback, November 6, 2026

SELECTED ENGAGEMENTS AND APPEARANCES

NC TECH Summit opening keynote • Langley Federal Credit Union • Women in Sales • Austin Tech Week • UNC Charlotte graduate entrepreneurship programming

Upcoming: TEDxMallardCreek, May 15, 2027.

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FOUNDER READINESS & COMMERCIALIZATION

Innovation needs a commercial path.

Kristi helps founders connect technical expertise and promising ideas to a buyer, a problem worth solving, useful proof, and a clear next ask.

AYANA INVESTED / AUSTIN TECH WEEK

Kristi facilitated Ayana's INVESTED Founder Readiness workshop during Women in Tech Day at Austin Tech Week. The session explored five investment lanes: capital, capacity, connection, visibility, and structure.

91 FOUNDER READINESS SUBMISSIONS

The organizer's recap reported 91 submissions. Founders stayed afterward to compare notes and wore their investment-lane stickers through the week. The count refers to submissions, rather than unique participants.

ORGANIZER FEEDBACK

"We got great feedback on Kristi's session. Highly engaged audience and lots of energy in the room."

Emily Gupton | President, Austin Women in Technology

Organizer feedback, November 6, 2026

This example documents readiness and engagement. Funding, revenue, and customer conversion were not measured in the organizer's recap.

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Bring Kristi to your room.

Your audience has heard enough good advice. Give them something they'll actually use.

INVESTMENT

Speaking engagements start at $5,000. Final investment reflects format, customization, and engagement scope. Travel and accommodations are additional.

TELL US ABOUT THE EVENT

Send the date, location or virtual platform, audience size and roles, desired format, budget range, and the change you want the session to help people make.

SHAPE THE ENGAGEMENT

We confirm the topic, preparation, timing, interactive elements, and deliverables in the scope. Workshops, assessments, books, recording rights, and follow-up are specified where applicable.

BEYOND THE STAGE

Executive working sessions, Authentic Authority™ team application, and ongoing advisory can extend the work when the organization needs deeper support. These are scoped separately.

INQUIRE ABOUT AVAILABILITY

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