

# Tammy Broaddus

Idea Adoption Practitioner  
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Tammy specializes in strategy and story, leveraging years of experience as a corporate executive and organizational change management (OCM) consultant. Whether it's designing internal or external campaigns, organizational change initiatives, or developing and implementing strategy, her work with clients begins with strategic story. What do you want people to believe so behavior change follows?

Prior to Overflow, she operated her own consulting practice and has twenty years of cross-functional experience as an executive at Hallmark Cards. She has experience as an adjunct professor in Entrepreneurship and supports her beliefs in education, entrepreneurship and conscious capitalism through service to non-profit organizations. Tammy holds a master's degree in Education from the University of Kansas and bachelor's in Business Administration: Marketing from Truman State University.

## SPEAKING TOPICS

*Idea Adoption*

*Diffusion of Innovation*

*Behavior Change*

*Learning and Transformation*

*Trust and Engagement*

*Change Management*

### » **The Elevator Pitch is Dead**

*Applying basic story structure elements can change the conversation and accelerate engagement - early adoption. Hear why the "elevator pitch" is dead, and construct your own logline to get your audience to say, "Tell me more."*

### » **Strategy Begins with Story**

*As a leader, just because you're not sharing stories doesn't mean they're not being told. It means you're not guiding them. Learn why sharing the story of strategy helps to shape adoption and showing victories helps to reinforce it.*

### » **Custom Sessions Available**

*What problems do you have getting ideas adopted?*